FIRST JOINT MEETING OF ROUND TABLES ON ENVIRONMENT AND ECONOMY

PREMIÈRE RENCONTRE DES TABLES RONDES SUR L'ENVIRONNEMENT ET L'ÉCONOMIE

- **British Columbia Round Table on Environment and Economy**
- **Manitoba Round Table on Environment and Economy**
  Table ronde du Manitoba sur l'environnement et l'économie
- **New Brunswick - Premier's Round Table on Environment and Economy**
  Nouveau Brunswick - La Table ronde du Premier Ministre sur l'environnement et l'économie
- **Nova Scotia Round Table on Environment and Economy**
- **Ontario Round Table on Environment and Economy**
  Table ronde de l'Ontario sur l'environnement et l'économie
- **Prince Edward Island's Round Table on Environment on Economy**
- ***Table ronde Québecoise sur l'environnement et l'économie***
  Quebec Round Table on Environment and Economy
- **Saskatchewan Round Table on Environment and Economy**
- **Yukon Council on the Economy and the Environment**
- **National Round Table on the Environment and the Economy**
  Table ronde nationale sur l'environnement et l'économie
- **Province of Alberta**
- **Province of Newfoundland**
- **Northwest Territories**

April 27 - 28th, 1990 Winnipeg, Manitoba, Canada

FIRST JOINT MEETING OF ROUND TABLES ON ENVIRONMENT AND ECONOMY

PREMIÈRE RENCONTRE DES TABLES RONDES SUR L'ENVIRONNEMENT ET L'ÉCONOMIE

April 27, 1990

ROUND TABLES ON ENVIRONMENT
FIRST MEETING IN WINNIPEG

The First Joint National Meeting of Round Tables on Environment and Economy is being held in Winnipeg April 27-28 at the Delta Hotel.

"This is an unprecedented opportunity to bring all of the round tables from across Canada together for the first time to share experiences and set directions for moving forward on sustainable development," said Premier Gary Filmon, chairman of the Manitoba Round Table on Environment and Economy.

Participants will share ideas, exchange information, discuss the development of different round table models and sustainable development strategies and identify areas of mutual interest in furthering the integration of the economy and the environment in each of their jurisdictions.

The national, provincial and territorial round tables arose out of a key recommendation of the National Task Force on Environment and Economy. The round tables have been, or are being, set up in every jurisdiction in Canada to provide forums for continuing discussion between various sectors and organizations interested in achieving sustainable development.

Membership includes premiers, senior cabinet ministers, top executives of major national corporations, leading environmentalists and senior leaders in labor, agriculture, small business and universities.

- more -

"They represent a new process of consultation designed to work towards consensus and exert direct influence on senior level policy development and decision-making," the premier said, "playing an integral role in ensuring environmental concerns are front and centre in economic decision-making.

"So much is happening in Canada and throughout the world in the field of sustainable development that this meeting will give us an opportunity to assess our progress and determine where we want to go from here."

Keynote speakers are:

- Robert Page, chairman, Canadian Environment Advisory Council, speaking on the development of the round table movement.
- Lloyd McGinnis, chairman, International Institute for Sustainable Development, speaking on the role and future development of the institute.
- John Wright, vice-president public affairs, The Angus Reid Group, speaking on choices and directions for round tables.
- Arthur Campeau, special advisor on international affairs to federal Minister of Environment Lucien Bouchard, giving an update on Canada's plans for the United Nations Conference on Environment and Development in Brazil in 1992.

"This watershed meeting of round tables on environment and economy furthers the spirit of co-operation among all of us and will add impetus to the growing movement towards a more sustainable economic future for Canada," Filmon said.

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Contact: Peter Squire, 945-0594

WHAT ARE THE ROUND TABLES

Organization and establishment of Round Tables in Canada began in late 1988 following a major recommendation from the National Task Force on Environment and Economy which called for the set up of multisectoral Round Tables on environment and economy in each jurisdiction. The intent was to provide a forum for consensus-building between representatives of key sectors in society with the goal of implementing sustainable development. These Round Tables represent a new process of consultation designed to exert direct influence on policy development and decision-making. As stated in the National Task Force Report on Environment and Economy, "The Round Tables are intended to be forums in which senior decision makers can meet to candidly discuss environment-economy issues and make recommendations directly to First Ministers of their respective jurisdictions."

A major goal of the Round Tables is to break down the traditional barriers between various sectors, replacing confrontation with cooperation. In doing so, they are better equipped to put forward practical recommendations to translate sustainable development into action.

Round Tables represent a broad cross-section of Canadian society. Members serving on them include: senior leaders from government, industry, small business, environmental organizations, labour, academia, and aboriginal peoples. They all share a strong interest and commitment to promote the integration of environmental and economic concerns, seeking public input and dialogue as initiatives are undertaken.

A major responsibility of each Round Table is to implement a sustainable development strategy in their respective jurisdictions. Their success in this regard is fundamental to the achievement of environmentally sound economic development in Canada.

Canada has shown international leadership in embracing the Round Table concept nationwide. All jurisdictions have established or are in the process of establishing Round Tables.

The Round Table process can be viewed as part of a world movement toward sustainable development. Canada is well positioned to continue its leadership role with the recent establishment of the International Institute for Sustainable Development.

SUSTAINABLE DEVELOPMENT

Sustainable development gained international credibility and a solidified global view through the Brundtland Commission Report. This 1987 report of the World Commission on Environment and Development stressed the need for greater co-operation among government, business, and the public in environmental and economic planning and decision making. It defines sustainable development as "development which meets the needs of the present without compromising the ability of future generations to meet their own needs". In simple terms sustainable development can be defined as development in harmony with our environment.

The Brundtland Report calls for improved public access to information and more effective channels for public input into policy formation. It sees the goal of sustainable development as contingent upon effective public participation in the decision-making process.

Sustainable development links the economic and environmental decision making processes. Historically, these decisions have been made in isolation. The Brundtland Report points out the inter-relationship of the environment and economy at the local, regional, national, and international levels.

Sustainable development can be achieved if, at all levels, decisions are based on global interests. Underdeveloped countires are often forced to make short term rather than long term sustainable decisions. The policies and practices of more developed regions, says the Brundtland Report, must take into consideration the needs of the poor to develop and improve their situation.

Sustainable development signals a new era - an integrated approach to economic and environmental decision-making.

MEDIA CENTRE

Room: Media Room, 12th Floor, Assiniboine Board Room

Hours of Operation: 8 A.M. - 10 P.M., Friday April 27th
8 A.M. - 2 P.M., Saturday April 28th

Telephone: (204)945-1667 FAX: (204)945-1666

A list of Round Table participants can be obtained at the Media Centre.

Session summaries of Friday's meetings will be available on Saturday morning in the Media Centre.

All plenary sessions are open to the media. Following these three sessions we will make every effort to accomodate your request for media interviews with Round Table members. A media table will be set up in the Delta A and B Banquet Room, 11th Floor for the keynote address by Lloyd McGinnis, Chair of Canada's International Institute for Sustainable Development. This address is scheduled for 8:15 P.M., Friday, April 27th.

Staff will be available in the Media Centre to assist you during the above hours.

Media Centre Staff: Peter Squire
Charlene van Engel
Kent Morgan

FIRST JOINT MEETING OF ROUND TABLES ON ENVIRONMENT AND ECONOMY

PREMIÈRE RENCONTRE DES TABLES RONDES SUR L'ENVIRONNEMENT ET L'ÉCONOMIE

- BRITISH COLUMBIA ROUND TABLE ON ENVIRONMENT AND ECONOMY
- MANITOBA ROUND TABLE ON ENVIRONMENT AND ECONOMY
  TABLE RONDE DU MANITOBA SUR L'ENVIRONNEMENT ET L'ECONOMIE
- NEW BRUNSWICK-PREMIER'S ROUND TABLE ON ENVIRONMENT AND ECONOMY
  NOUVEAU BRUNSWICK-LA TABLE RONDE DU PREMIER MINISTRE SUR L'ENVIRONNEMENT ET L'ECONOMIE
- NOVA SCOTIA ROUND TABLE ON ENVIRONMENT AND ECONOMY
- ONTARIO ROUND TABLE ON ENVIRONMENT AND ECONOMY
  TABLE RONDE DE L'ONTARIO SUR L'ENVIRONNEMENT ET L'ECONOMIE
- PRINCE EDWARD ISLAND'S ROUND TABLE ON ENVIRONNEMENT AND ECONOMY
- TABLE RONDE QUEBECOISE SUR L'ENVIRONNEMENT ET L'ECONOMIE
  QUEBEC ROUND TABLE ON ENVIRONMENT AND ECONOMY
- SASKATCHEWAN ROUND TABLE ON ENVIRONMENT AND ECONOMY
- YUKON COUNCIL ON THE ECONOMY AND THE ENVIRONMENT
- NATIONAL ROUND TABLE ON THE ENVIRONMENT AND THE ECONOMY
  TABLE RONDE NATIONALE SUR L'ENVIRONNEMENT ET L'ECONOMIE
- PROVINCE OF ALBERTA
- PROVINCE OF NEWFOUNDLAND
- NORTHWEST TERRITORIES

April 27 - 28th, 1990 — Winnipeg, Manitoba, Canada

"PRELIMINARY PROGRAMME"

(Draft - April 20, 1990)

JOINT MEETING OF ROUND TABLES ON ENVIRONMENT & ECONOMY

Winnipeg, Manitoba

The Delta Winnipeg - April 27-28, 1990

The objectives of the meeting are: (revised February 14, 1990)

- to exchange information among Round Tables about their experiences, work programs, mandates, approaches etc.
- to identify areas of mutual interest, in order to avoid overlap and/or duplication and to promote further cooperation among Round Tables.
- to share ideas, philosophies and concerns about the implementation of the concept of sustainable development, including the development of sustainable development/ conservation strategies.
- to explore how the Round Tables could contribute to the 1991 Conference (Quebec) and the 1992 United Nations Conference (Brazil).

Programme Schedule

Thursday, April 26, 1990

7:00 - 10:00 p.m.	Hospitality Lounge for People arriving Thursday Afternoon & Evening

Friday April 27, 1990

Day one: will focus on the growth of the Round Table movement and current activities.

8:30 - 10:00 a.m. Arrival and Registration

10:00-12:00 noon Opening Plenary Session

This session will include the official opening by Premier Filmon, an overview presentation on **THE DEVELOPMENT OF THE ROUND TABLE MOVEMENT**, plus an opportunity for each individual Round Table to note particular initiatives/ activities/ insights to the plenary group. Each Round Table will have 5 minutes to speak. Time will be carefully controlled using the National Task Force bell method. This reporting will be prepared and conducted in a way which will be dynamic and interesting and avoid duplication and boredom.

**** Moderator for the day: _____

WELCOME & OPENING REMARKS (10 - 15 minutes)

**** Speaker: **PREMIER GARY FILMON**

THE DEVELOPMENT OF THE ROUND TABLE MOVEMENT

Part one: (20-30 minute overview presentation) This overview presentation will include mention of; the Task Force Recommendations, different Round Table models, different roles in developing and implementing conservation/ sustainable development strategies, and strengths and weakness in existing approaches.

**** Speaker: **ROBERT PAGE, Chairman, Canadian Environment Advisory Council**

INSIGHTS FROM THE ROUND TABLES
(5 minutes per Round Table - 50 - 60 minutes total)

QUESTION & ANSWER SESSION
(15 - 20 minutes)

12:15 - 1:45 p.m. Lunch

SPECIAL INTEREST GROUP TABLES

Some Luncheon Tables will be set-up with signs for specific interest groups, eg. conflict mediation, market incentives, public consultation, etc. At least one resource person will be seated in each area, if possible. This will give attendees both the freedom to develop their own programme content and to choose preferred areas of interest. During pre-registration procedures attendees will be asked to identify areas of interest.

Luncheon Address: (15 minutes)

THE ROUND TABLE MOVEMENT CONTINUED

Part two: (15 minutes) This presentation will link the mornings general discussion of the development of conservation/ sustainable development strategies with an introduction to the specific concurrent workshop sessions scheduled for the afternoon.

**** Speaker: **ROBERT PAGE, Chairman, CEAC** (continued)

2:00 - 3:15 p.m. Concurrent Workshop Sessions

These sessions will be co-ordinated by a facilitator, and two resource people. The facilitator will be responsible for ensuring that half the time is reserved for input and discussion by workshop participants. A rapporteur will attend each session and prepare a written summary which will be available at breakfast on Saturday morning.

Workshop 1A **PRINCIPLES OF SUSTAINABLE DEVELOPMENT**

This session will examine principles, guidelines, and assumptions developed by various Round Tables to date.

**** Facilitator: **Richard Findlay (Ontario)**

**** Resource Person: **SUSAN HOLTZ (Nova Scotia & National)**

**** Resource Person:**Hon. HON. GLEN CUMMINGS (Man. & National)**

** Rapporteur: _____

Workshop 1B **DEVELOPING STRATEGIES - CONTENT** (Part one)

As the various jurisdictions have been developing conservation/ sustainable development strategies, what components/elements have been included. Similarities and differences will be noted. (eg. Do all strategies include plans for implementation, monitoring, evaluation and revision? Why? Why not?) The process of developing the strategies will be examined in Workshop 2B.

**** Facilitator: **Ron MacNeill (PEI)**

**** Resource Person: **THE HON. DENNIS PATTERSON (NWT)**

**** Resource Person: **JON GRANT, President, Quaker Oats (Ontario)**

** Rapporteur: _____

Workshop 1C **COMMUNICATING SUSTAINABLE DEVELOPMENT**

This session will address the enormous task of identifying effective strategies, methods, and techniques for effectively communicating the Sustainable Development message to the Canadian public at large. The role of public participation, dialogue and the media will be included in the discussion.

**** Facilitator: **Eric Mikkelborg**

**** Resource Person: **HON. JOHN LEEFE (Nova Scotia)**

**** Resource Person: **LEON PIPPARD (National)**

** Rapporteur: _____

Workshop 1D **PUBLIC SECTOR IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT**

This session will focus on both the challenges and experiences to date with the implementation of sustainable development in the Public Sector. Obstacles, opportunities and successes will be discussed.

**** Facilitator: **Jim Beebe (Yukon)**

**** Resource Person: _____

**** Resource Person: **HON. JACK PENNER (Manitoba)**

** Rapporteur: _____

Workshop 1E **MARKET INCENTIVES & FISCAL POLICIES FOR IMPLEMENTING SUSTAINABLE DEVELOPMENT**

Incentives and disincentives for sustainable development will be explored. Proposals, recommendations and recent initiatives to harness market forces will be reviewed.

**** Facilitator: **Peter Underwood (Nova Scotia)**

**** Resource Person: **ROY AITKEN (National)**

**** Resource Person: **ROB HILLIARD (Manitoba)**

** Rapporteur: _____

Workshop 1F **DEMONSTRATION PROJECTS FOR SUSTAINABLE DEVELOPMENT - CRITERIA**

The criteria for demonstration projects developed by the various jurisdictions will be examined and compared.

**** Facilitator: **Lee Doney (British Columbia)**

**** Resource Person: **HON. JIM ERNST (Manitoba)**

**** Resource Person: **JEAN VACHON (Quebec)**

** Rapporteur: _____

3:15 - 3:45 p.m. Refreshment Break

DISPLAYS BY ROUND TABLES

(Space will be available for Round Tables to set up Displays in the coffee break area to "show their stuff" eg. Brochures, Booklets, Process diagrams etc. Manitoba will use their Globe 90 display.)

DISPLAYS OF COMMUNICATION & EDUCATION MATERIALS

(There is a lot of activity by various groups in the Environment/Sustainable Development Education area. Each Round Table will be contacted for display suggestions.)

POSTER SESSIONS

(Space will also be made available for poster session displays. This may accommodate the interests of; the Sustaining Wetlands group, ISTC Environment Industries initiative and others who may want to share relevant insights.)

3:45 - 5:00 p.m. Concurrent Workshop Sessions

Workshop 2A **PRINCIPLES OF SUSTAINABLE DEVELOPMENT**

This is a repeat of Workshop 1A. This session will examine principles, guidelines, and assumptions developed by various Round Tables to date.

**** Facilitator: _____

**** Resource Person: **HON. RALPH KLEIN (Alberta)** ?????

**** Resource Person: **HON. GLEN CUMMINGS (Manitoba)**

** Rapporteur: _____

Workshop 2B **DEVELOPING STRATEGIES - PROCESS** (Part two)

This session will describe and compare the different processes being utilized to develop conservation/ sustainable development strategies. Sectoral and integrated approaches, the relationship between Round Tables and Government, and public participation are some of the specifics that will be addressed.

**** Facilitator: **Francois Rioux (National)**

**** Resource Person: **DR. LOUIS LAPIERRE (New Brunswick)**

**** Resource Person: **DIANE GRIFFIN (PEI & National)**

** Rapporteur: _____

Workshop 2C **EDUCATION AND RESEARCH FOR SUSTAINABLE DEVELOPMENT**

This session will review current and planned initiatives, by Departments of Education, Universities, Industry, Non-Government Organizations and Round Tables, aimed at curriculum development, course material development, professional development of instructors, research etc.

**** Facilitator: **Susan Eros (Manitoba)**

**** Resource Person: **DAVID JOHNSTON (National)**

**** Resource Person: **PATRICK MOORE (British Columbia)**

** Rapporteur: _____

Workshop 2D **PRIVATE SECTOR IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT**

This session will include; a review of the development and implementation of Codes of Practice at the firm, sector, community, and association level, both locally and internationally; review some specific initiatives and outline some future directions.

**** Facilitator: **Mark Boreskie (Manitoba)**

**** Resource Person: **JACK MCLEOD (National)**

**** Resource Person: **LORNE AMES (Manitoba)**

** Rapporteur: _____

Workshop 2E **MARKET INCENTIVES & FISCAL POLICIES FOR IMPLEMENTING SUSTAINABLE DEVELOPMENT**

This is a repeat of workshop 1E. Incentives and disincentives for sustainable development will be explored. Proposals, recommendations and recent initiatives to harness market forces will be reviewed.

**** Facilitator: **Alex Pursaga (Manitoba)**

**** Resource Person: **HELENE CONNOR-LAJAMBE (National)**

**** Resource Person: **ROB HILLIARD (Manitoba)**

** Rapporteur: _____

Workshop 2F **DEMONSTRATION PROJECTS FOR SUSTAINABLE DEVELOPMENT - EXPERIENCE**

This session will review the experience (opportunities and pitfalls) of those jurisdictions which have already selected some demonstration projects for implementation.

**** Facilitator: **Arlette Enns (Saskatchewan)**

**** Resource Person: **HON. HARRY ENNS (Manitoba)**

**** Resource Person: _____

** Rapporteur: _____

6:00 - 7:00 p.m. Reception

7:00 - 8:15 p.m. Banquet

(The Head Table will include the Chair or designate from each Round Table or jurisdiction attending.)

8:15 - 8:45 p.m. Keynote Speaker

LLOYD MCGINNIS, CHAIRMAN,
CANADA'S INTERNATIONAL INSTITUTE FOR SUSTAINABLE DEVELOPMENT

9:00 - 10:00 p.m. Manitoba Hospitality

Saturday April 28, 1990

Day two: will focus on future plans, challenges, and opportunities for cooperation and collaboration on initiatives and projects of mutual interest and concern.

7:00 - 8:30 a.m

Breakfast - Special Interest Group Meetings

A buffet breakfast will be provided to accommodate the informal meeting of interest groups.

There will be a combination of both pre-planned and organized interest groups as well as groups formed around spontaneous interests identified by attendees on Friday. With this group (ie. Round Table members) of people it would be possible to effectively respond to most interests.

Bulletins summarizing Fridays presentations and discussions will be available during breakfast.

8:30 - 9:30 a.m. Opening Plenary Session

**** Moderator for the day - _____

SUMMARY OF DAY ONE (10 minutes)

**** Speaker: Moderator for the Day_____

FUTURE CHOICES AND DIRECTIONS FOR THE ROUND TABLES
(20 minutes)

**** Speaker:
JOHN WRIGHT, V.P. Public Affairs, The Angus Reid Group

Yesterday focused on the past and present. Today will focus on the future. This will be a dynamic and challenging presentation. The speaker will outline challenging, controversial and complex issues which will form part of the agenda for the Round Tables during the next few years. Several of the major issues outlined will be dealt with in the concurrent workshops which will follow this presentation.

QUESTION & ANSWER SESSION - (30 minutes)

9:30 - 10:00 a.m. Refreshment Break

DISPLAYS

The Round Table displays, poster sessions and educational exhibits will be available for viewing and discussion.

10:00 - 11:30 a.m. Concurrent Workshop Sessions

Workshop 3A **PUBLIC PARTICIPATION & CONSULTATION**

This session will discuss the role of public participation, the degree of participation, timing of participation, skills required to enhance public participation and barriers and opportunities for participation.

**** Facilitator: **Natalia Krawetz (Alberta)**

**** Resource Person: **DR. LOUIS LAPIERRE (New Brunswick)**

**** Resource Person: **JACK DUBOIS (Manitoba)**

** Rapporteur: _____

Workshop 3B **THE DEVELOPMENT OF NATIONAL STRATEGIES - IS THERE A ROLE FOR THE ROUND TABLES?**

Examples for consideration include; the development of a Conservation Strategy for 1992, the current development of an Environment Agenda/Strategy 1990, etc. Is there a role for the Round Tables? What are the alternative roles and their advantages and disadvantages?

**** Facilitator: **Heather Myers (NWT)**

**** Resource Person: **LINDSAY STAPLES (Yukon)**

**** Resource Person: **HON. MURRAY ELSTON (Ontario)**

** Rapporteur: _____

Workshop 3C **LEGISLATIVE CHANGE AND THE ROUND TABLES**

What is the role of the Round Tables? Issues such as inter-jurisdictional cooperation and compatibility of changes will be addressed.

**** Facilitator: **Charles Ferguson (National)**

**** Resource Person: **DAVID RUNNALLS (Ontario)**

**** Resource Person:_____

** Rapporteur: _____

Workshop 3D **REGIONAL AND COMMUNITY ROUND TABLES**

Should regional and community Round Tables be encouraged? What is their role and relationship with existing Round Tables? The development of codes of practice or guidelines will be explored along with the question of who pays for the implementation of sustainable development at the community level.

**** Facilitator: **Paul Griss (National)**

**** Resource Person: **BRYAN WILLIAMS (British Columbia)**

**** Resource Person: **Mayor SYLVIA SUTHERLAND, (Ontario)**

** Rapporteur: _____

Workshop 3E **SHARED INITIATIVES**

This session will provide an opportunity for representatives of different jurisdictions who wish to meet to develop a cooperative/collaborative initiative(s).

**** Facilitator: **Sheldon McLeod (Saskatchewan)**

**** Resource Person: **COLIN ISAACS (Ontario)**

**** Resource Person:_____

** Rapporteur: _____

Workshop 3F **PREPARING FOR 1991 (QUEBEC) MEETING**

This session will provide an opportunity for preliminary discussions.

**** Facilitator: **Jacques Dufour (Quebec)**

**** Resource Person: **HARVEY MEAD (Quebec)**

**** Resource Person:_____

** Rapporteur: _____

Workshop 3G **CANADA'S INTERNATIONAL INSTITUTE FOR SUSTAINABLE DEVELOPMENT (IISD)**

This session will provide an opportunity for representatives of the Round Table to meet with both the Chairman (Lloyd R. McGinnis) and the President and CEO (Peter M. Kilburn). The Institute, which opened its doors in Winnipeg last month, will take opportunity to summarize its current plans. It will also be interested to hear from participants about how liaison might best be established between IISD and the Round Tables, and to explore with them the implications for the Round Tables of the emphasis in IISD's mandate on its international role.

**** Facilitator: **Susan Eros (Manitoba)**

**** Resource Person: **LLOYD MCGINNIS, Chairman**

**** Resource Person: **PETER KILBURN, President**

** Rapporteur: _____

11:30 - 12:30 p.m. **CLOSING PLENARY SESSION**

SUMMARY OF CONCURRENT SESSIONS (10 minutes)

**** Speaker: Moderator for the Day _____

1991 MEETING (QUEBEC) (10 minutes)

**** Speaker:
HARVEY MEAD, Assistant Deputy Minister, Sustainable Development and Conservation, Ministry of Environment (Quebec)

1992 UNITED NATIONS CONFERENCE (10 minutes)

**** Speaker:
ARTHUR CAMPEAU, Special Advisor on International Affairs to the Federal Minister of Environment.

CLOSING REMARKS (5 minutes)

**** Speaker: **The HONOURABLE GARY FILMON, Premier of Manitoba**

12:30 - 1:00 p.m. **Buffet Lunch**

Lunch meetings can be organized as required.

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For Further Information please contact:

Frank Cosway, Meeting Co-ordinator
Manitoba Executive Council
Sustainable Development Co-ordination Unit
305 - 155 Carlton St.,
Winnipeg, Manitoba
Canada, R3C 3H8

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Fax: (204) 945-0090

FIRST JOINT MEETING OF ROUND TABLES ON ENVIRONMENT AND ECONOMY

PREMIÈRE RENCONTRE DES TABLES RONDES SUR L'ENVIRONNEMENT ET L'ÉCONOMIE

PREMIER GARY FILMON

OPENING SPEECH AT JOINT MEETING

OF

ROUND TABLES ON ENVIRONMENT AND ECONOMY

FRIDAY, APRIL 27,1990

GOOD MORNING LADIES AND GENTLEMEN. WELCOME TO THE FIRST JOINT MEETING OF ROUND TABLES ON ENVIRONMENT AND ECONOMY IN CANADA. I'M SURE THIS WILL BE THE FIRST OF MANY MEETINGS AS OUR ROUND TABLES BECOME MORE ESTABLISHED AND SIGNIFICANT IN SHAPING OUR COUNTRY'S PROGRAM TOWARDS ENVIRONMENTALLY SOUND AND SUSTAINABLE ECONOMIC DEVELOPMENT.

I WOULD LIKE TO EXTEND A SPECIAL WELCOME TO KEYNOTE SPEAKERS AND ROUND TABLE MEMBERS AND STAFF WHO ARE HERE FROM OUTSIDE MANITOBA. I HOPE YOU FIND YOUR STAY IN MANITOBA VERY ENJOYABLE AND PRODUCTIVE. MANITOBA IS KNOWN FOR ITS FRIENDLINESS AND HOSPITALITY.

AS MANITOBANS, WE ARE PARTICULARLY PROUD OF OUR PROVINCE AND ALL THAT IT HAS TO OFFER, ESPECIALLY OUR CLEAN AIR, CLEAN WATER, AND WIDE OPEN SPACES. WE HOPE YOU MAY GET A CHANCE FOLLOWING OUR MEETING TO TAKE IN SOME OF THE SITES AND ATTRACTIONS DURING YOUR STAY HERE. IF WE CAN BE OF ANY ASSISTANCE TO YOU, PLEASE DON'T HESITATE TO CONTACT FRANK COSWAY, OUR MEETING CO-ORDINATOR, OR OTHER STEERING COMMITTEE MEMBERS.

AS PREMIER OF THE PROVINCE OF MANITOBA AND CHAIR OF THE MANITOBA ROUND TABLE IT IS A REAL PLEASURE FOR ME TO OFFICIALLY OPEN THIS MEETING. I LOOK FORWARD TO TWO DAYS OF EXCELLENT DISCUSSION AND INFORMATION EXCHANGE ON OUR ROUND TABLE INITIATIVES, PROGRAMS AND EXPERIENCES. AS YOU CAN SEE FROM THE PROGRAMME SCHEDULE, THE COMBINATION OF PLENARY SESSIONS AND A NUMBER OF TOPICAL WORKSHOPS OFFERS US MUCH TO TALK ABOUT, BUT MORE IMPORTANTLY GIVES US A GOLDEN OR OPPORTUNITY TO LEARN FROM EACH OTHER AND ACT ON WHAT WE HAVE LEARNED.

THIS MORNING'S PLENARY SESSION IN PARTICULAR WILL BE INVALUABLE IN BRINGING US UP TO DATE WITH RESPECT TO OUR PROGRESS IN MOVING OUR RESPECTIVE JURISDICTIONS ALONG THE ROAD TOWARDS SUSTAINABLE DEVELOPMENT.

I'M GOING TO KEEP MY OPENING COMMENTS VERY BRIEF AS I KNOW ALL OF YOU ARE ANXIOUS TO BEGIN OUR MEETING SO, TOGETHER, WE CAN START BUILDING A NATIONAL CONSENSUS

ON WHERE WE WANT TO SEE THE ROUND TABLES GO NOW AND INTO THE 90'S.

IN CALLING FOR THIS FIRST JOINT MEETING OF ROUND TABLES LAST YEAR AT THE PREMIER'S CONFERENCE IN QUEBEC CITY, I FELT THAT DESPITE OUR NEW BEGINNINGS AND DIFFERENT STAGES OF DEVELOPMENT, IT WAS CRITICAL THAT WE COME TOGETHER TO GIVE US A COLLECTIVE OPPORTUNITY TO SHARE IDEAS FOR THE ADVANCEMENT OF SUSTAINABLE DEVELOPMENT.

AFTER ALL, EVENTS SUCH AS GLOBE 90, EARTH DAY AND A MULTITUDE OF OTHERS TELL US THAT THE PEOPLE ARE NOT WAITING FOR US TO TELL THEM WHAT TO DO. PEOPLE FROM ALL WALKS OF LIFE ARE DOING THINGS ALREADY, FROM BUYING ENVIRONMENTAL CHOICE PRODUCTS, PLANTING TREES, CONSERVING SOIL, PRESERVING WILDLIFE HABITAT, CONSERVING ENERGY, CLEANING UP LITTER AND THE LIST GOES ON.

IN ORDER FOR US TO BE EFFECTIVE AND INFLUENTIAL IN RESPONDING TO THIS SURGE IN PUBLIC ACTIVITY, WE WILL NEED TO SHOW LEADERSHIP IN OFFERING PRACTICAL WAYS AND MEANINGFUL ACTIONS FOR SOCIETY TO ACHIEVE A SOUND ENVIRONMENT AND SUSTAINABLE ECONOMIC DEVELOPMENT.

HERE AT HOME, POLL AFTER POLL REINFORCES THE IMPORTANCE CANADIANS PLACE ON THE ENVIRONMENT. PUBLIC AWARENESS EVENTS SUCH AS EARTH DAY ARE GALVANIZING THE PUBLIC TO DO SOMETHING ABOUT THEIR ENVIRONMENT. HOWEVER, WE AS ROUND TABLE MEMBERS MUST ENSURE THAT THROUGH OUR EFFORTS THIS ENERGY AND ENTHUSIASM IS TRANSLATED INTO PRACTICAL ACTIONS WHICH, AS WELL AS IMPROVING AND PRESERVING OUR ENVIRONMENT, ALSO ENCOURAGE ECONOMIC DEVELOPMENT. WE NEED JOBS AS WELL AS A CLEAN ENVIRONMENT AND I KNOW WE CAN HAVE BOTH.

I SEE ONE OF OUR CRITICAL ROLES AS BEING A RESPONSE MECHANISM TO THE TREMENDOUS INCREASE IN PUBLIC THIRST FOR INFORMATION ON ENVIRONMENTAL CONCERNS.

IN RESPONDING, WE CAN EDUCATE THE KEY SECTORS INCLUDING THE GENERAL PUBLIC ON HOW IMPORTANT IT IS FOR THEM TO REALIZE THE INTERDEPENDENCE OF THE ECONOMY AND ENVIRONMENT.

WE HAVE HEARD RECENTLY SOME STARTLING AND QUITE REVEALING FIGURES ON SERIOUS ENVIRONMENTAL DEGRADATION IN EASTERN EUROPE UNDER NO GROWTH CONDITIONS. ENVIRONMENTAL CONSIDERATIONS ASIDE, WE NEED ECONOMIC GROWTH TO MAINTAIN OUR QUALITY OF LIFE AND I BELIEVE CANADA CAN ECONOMICALLY BENEFIT BY SHOWING WORLDWIDE LEADERSHIP IN SUSTAINABLE DEVELOPMENT.

AT THE HEART OF THE ROUND TABLES' MANDATE ARE THEIR ABILITY TO CHANGE THE WAY WE LOOK AT THINGS IN ALL SECTORS OF SOCIETY. AS POINTED OUT BY NONE OTHER THAN MADAME BRUNDTLAND, TO ACHIEVE SUSTAINABLE DEVELOPMENT WE NEED TO CHANGE THE WAY WE MAKE DECISIONS.

WE MUST MOVE AWAY FROM SECTORAL AND COMPARTMENTALIZED THINKING TO INTEGRATING ENVIRONMENTAL THINKING INTO OUR ECONOMIC PLANNING AND DECISION-MAKING. THESE CONCERNS NEED TO BE PUT RIGHT UP FRONT IN THE EARLY PLANNING STAGES SO COSTLY REMEDIAL MEASURES CAN BE AVOIDED ALTOGETHER DOWN THE ROAD. SOME ARE ALREADY ANTICIPATING IT WELL IN ADVANCE AND ARE MUCH BETTER OFF FOR DOING SO. WE NEED TO CHRONICLE THESE SUCCESS STORIES AND LET THE PUBLIC KNOW AT THE SAME TIME.

IF ROUND TABLES ARE GOING TO BE RELEVANT IN THIS NEW AGE OF REAL CONCERN FOR THE ENVIRONMENT, THEN WE MUST BE PREPARED TO ACT BASED ON COMMON SENSE REALITIES OF THEIR OWN UNIQUE SITUATIONS. WE MUST DEVELOP NEW PARTNERSHIPS TO GET THE MESSAGE OUT. WE HAVE TO PROVE OURSELVES AS ANY NEW ORGANIZATION DOES TO BUILD PUBLIC CONFIDENCE IN WHAT THEY DO. PEOPLE HAVE EVERY RIGHT TO BE SKEPTICAL UNTIL THERE IS SOMETHING TANGIBLE AND MEANINGFUL FOR THEM TO SEE AND UNDERSTAND.

WHAT DO I HOPE WE ACCOMPLISH TODAY AND TOMORROW? I BELIEVE WE CAN SHARE OUR SUCCESS STORIES AND MOTIVATE EACH OTHER TO GET EXCITED ABOUT IMPLEMENTING STRATEGIES WHICH WILL CREATE ECONOMIC OPPORTUNITIES WHILE PRESERVING THE ENVIRONMENT.

I'D LIKE TO SEE BETTER LINKAGES MADE BETWEEN THE ROUND TABLES INCLUDING HOW WE CAN BETTER RELATE TO ALL GROUPS IN SOCIETY: EXAMPLES OF WHERE IMPROVED LINKAGES COULD PAY MAJOR DIVIDENDS FOR US WOULD BE IN THE WHOLE AREA OF INTERJURISDICTIONAL MATTERS AND DEVELOPING MORE CONSISTENCY IN APPLYING ENVIRONMENTAL REGULATIONS THROUGHOUT CANADA.

OF COURSE, WE MUST ALSO EXAMINE AND DETERMINE WHAT RELATIONSHIP AND WHAT ROLE WE WILL PLAY WITH RESPECT TO ORGANIZATIONS REPRESENTED AT THIS MEETING SUCH AS THE NEW INTERNATIONAL INSTITUTE FOR SUSTAINABLE DEVELOPMENT THAT WAS RECENTLY ANNOUNCED.

ON THE SUBJECT OF THE INSTITUTE, I LOOK FORWARD TO THE RECOMMENDATIONS THAT EMERGE FROM THE WORKSHOP ON THE INSTITUTE. I KNOW THAT LLOYD MCGINNIS, THE INSTITUTE'S CHAIR, WILL FIND THEM MOST USEFUL.

AT THE END OF THIS MEETING, WE SHOULD HAVE A MUCH BETTER IDEA OF WHERE WE WANT TO GO AND HOW WE CAN HELP EACH OTHER PROGRESS TOWARDS SUSTAINABLE DEVELOPMENT. I'M CONFIDENT MUCH WILL BE ACCOMPLISHED AND WE'LL HAVE A STRONG FOUNDATION TO BUILD UPON COME SATURDAY AFTERNOON.

I KNOW YOU ARE GOING TO HERE ABOUT WHAT MANITOBA IS DOING FROM OTHER MANITOBA ROUND TABLE MEMBERS AT THE WORKSHOPS SO I WILL NOT DEAL WITH IT HERE IN GREAT DETAIL.

LET ME SAY HOWEVER THAT I AM PLEASED WITH THE PROGRESS WE ARE MAKING IN MANITOBA. WE ARE WELL INTO OUR LAND AND WATER STRATEGY AND HAVE HELD A NUMBER OF SUCCESSFUL PUBLIC WORKSHOPS. WE HAVE COMPLETED OUR SUSTAINABLE DEVELOPMENT STRATEGY AND WILL BE RELEASING IT SOON TO THE PUBLIC FOR THEIR COMMENTS.

OUR PUBLIC SECTOR STRATEGY IS DONE AND WILL BE CIRCULATED FOR REVIEW.

I VIEW IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT IN THE PUBLIC SECTOR AND THE ASSOCIATED INSTITUTIONAL CHANGE AS BEING CRITICAL TO THE SUCCESS OF SUSTAINABLE DEVELOPMENT. INSTITUTIONAL CHANGE IS DIFFICULT, BUT THE ROUND TABLES ARE AN EXAMPLE OF A INSTITUTION THAT IS WORKING TO MAKE CHANGE. LAST BUT NOT LEAST, WE'RE BEGINNING TO TAKE OUR SUSTAINABLE DEVELOPMENT MESSAGE TO THE STREETS THROUGH A NUMBER OF SPECIAL PUBLIC EVENTS. WE ARE BEING ASKED BY OTHER ORGANIZATIONS TO SHOWCASE THE GLOBE 90 DISPLAY OF OUR PRINCIPLES OF SUSTAINABLE DEVELOPMENT IN ACTION.

AS I'VE SAID BEFORE, ACTION WILL DEFINE SUSTAINABLE DEVELOPMENT MUCH BETTER THAN WORDS. LET'S TAKE ADVANTAGE OF THIS OPPORTUNITY TO LEARN FROM EACH OTHER AND DEVELOP CONCRETE STRATEGIES THAT WE CAN ALL TAKE WITH US WHEN WE LEAVE HERE TOMORROW.

I NOW OFFICIALLY DECLARE THIS MEETING OPEN.

Joint Round Tables Meeting, Winnipeg, Manitoba - 27 April 1990

Round Tables in Canada: Evolution and Purpose

Robert Page
Chairman
Canadian Environmental Advisory Council

Premier Filmon, Round Table Members, and staff, I am honoured to be here at the first Joint Meeting of the Round Tables on Environment and Economy and to have this opportunity to say a few words. It is delightful to see familiar faces and many new ones. You represent a powerful force for progress and change. Collectively you have the ability to bring Canada into a new era of mutual respect and harmony between the essential needs of our economic system and the constraints of ecology. The task before you is a daunting one given the complexity of our country and the diversity of interests involved.

The Council which I chair has been a very interested spectator to this whole process. There are a number of people who deserve great credit for the progress in each jurisdiction. Many are here this morning. If I may take the example of our host, the Province of Manitoba, one can see a clear pattern. The Premier and his Government have demonstrated their commitment to the National Task Force Report right from the beginning. The Premier established and chairs the Manitoba Round Table, and brings its deliberations directly to the highest levels of Government; and Manitoba has also played a critical role along with the federal Government in creating the International Institute for Sustainable Development. Manitoba has not only been a pioneer in the Round Table process, it has also restructured its cabinet committees and governmental decision-making processes to ensure that environment economy concerns have a direct influence on policies and decisions. In my view it is most appropriate that this meeting should be here in Winnipeg with the Premier in attendance.

It is a remarkable achievement for Canada that every Government has now formed or is in the process of forming a Round Table to take up the challenge of sustainable development. This has occurred in spite of the controversies now plaguing our country and hindering cooperation in other sectors.

While a remarkable achievement, Round Tables are also essential tools since the challenge of sustainable development requires us to mobilize as never before the political will of the country to deal with the urgency of a series of environmental challenges eroding the life processes and the economic potential of the planet. We must all recognize that this situation is unprecedented in our history, and future generations will judge us by our actions not our words.

I have been asked to start off this morning with some comments on the historic evolution and mandate of Round Tables as a contribution to your deliberations in charting present trends and future prospects. I think it is useful to go back to consider some of the goals and aspirations of the founders as a benchmark to measure progress thus far.

In a direct sense the Round Tables are a product of the recommendations made by the National Task Force on Environment and Economy, which reported to the Canadian Council of Resource and Environment Ministers (CCREM) in September 1987, and which was itself linked to the Brundtland Commission and its famous report. While this statement is factually correct, it is superficial. The Round Tables grew out of the political traditions of Canada and the specific events of the last two decades.

The Round Table concept builds on the Canadian instinct for consultation and consensus, rather than adversarial processes (as evident in the United States). Canadian commitment to this principle goes back to the British North America Act of 1867 (consultative role for a non-elected Senate) and the frequent use of Royal Commissions as means of tapping multi-stakeholder opinions. These traditions were put into an environmental context in the 1970's by the new standards for public participation created by the Berger Inquiry, and by the establishment and evolution of the EARP process in both federal and provincial jurisdictions. However, the effectiveness of these processes has been limited by the polarization of the debate between the environmentalists and those promoting industrial expansion. This polarization was intensified by the Doomsday scenario of "The Limits to Growth" debate which made it appear that a quality environment and economic growth were irreconcilable opposites. It was this ominous impasse which worried those who were seeking solutions rather than confrontation.

As a result of the above, there have been a variety of efforts in Canada to find ways of overcoming this dialogue of the deaf. In both the nongovernmental organizations (NGO's) and the corporate sector there has been a growing maturity in handling environmental issues and in the search for new means to resolve matters in dispute. In 1978 the Canadian Environmental Network was created to foster a common front of the NGO's in dealing with the government. In 1980 the international effort to create a World Conservation Strategy helped to trigger new thinking. During the 1980's there was an important experiment in multi-stakeholder consultative consensus seeking called the "Niagara Process" involving governments, industry, and NGO's. Its application to the development of the "cradle-to-grave" management of toxic chemicals was a major achievement and a confidence builder.

During the same period in the mid 1980's the World Commission on Environment and Development, headed by Madam Brundtland, was touring every continent seeking public input. In 1986 the Commission held public meetings in six Canadian cities and evoked a wide public response. In Edmonton the members of CCREM met with the members of the Brundtland Commission, out of which came their decision to establish a National Task Force to initiate a dialogue among senior decision-makers on environment/economy integration in Canada. In April 1987 the Brundtland Report was released with its now famous definition of Sustainable Development, which:

> .... meets the needs of the present without compromising the ability of future generations to meet their own needs.

Much of the evidence and arguments were not new but the report presented its findings with a new cohesion, eloquence, and clarity. Above all, with the slogan "Sustainable Development" it appeared to have found the formula to resolve the impasse between environmentalists and those promoting economic growth. However, it left the defining and the implementing of Sustainable Development to those who would follow. Like all good political documents unanimity was secured through ambiguity.

In the Fall of 1987 the National Task Force submitted its report to CCREM with a variety of recommendations, including the establishment of Round Tables at the National, Provincial, and Territorial levels. The report was short, clear, and with precise recommendations for building environment/economy linkages and for reforming Government and industry decision-making processes. It ended with the call for the preparation of action plans to implement its recommendations from all provinces, territories, and the federal government. Several action plans have been

prepared but the public is still awaiting a full response from every government. I trust that all Round Table members are familiar with the National Task Force's arguments and recommendations, and are keeping up the pressure to ensure that action plans are prepared.

The report and the response to it by all jurisdictions across the country have been recognized internationally as a very important initiative in implementing Sustainable Development. You should all recognize that your efforts are part of a uniquely Canadian effort at world leadership which Canada will report on at the World Conference in 1992 in Brazil. For that reason, Round Tables are of importance far beyond the jurisdiction in which they operate and collectively will continue to be viewed by others with great interest.

But before we begin to congratulate ourselves in advance of 1992 we must look very candidly at our ability thus far to meet the challenges of Sustainable Development and the hopes of many of the founders. For the rest of this talk I want to lay out those challenges, and I leave it up to you to determine how well your Round Tables are meeting them.

(a) Composition and Leadership

Each of the Round Tables must able to attract and to retain the committed services of leading decision-makers. There must be vigorous dialogue from leading figures in Government, Business, and the NGO's for the product to carry weight within all three sectors as well as the wider public. Each Round Table has developed a slightly different approach to procedures, membership, and especially Chairing. In Manitoba - the Premier; Northwest Territories - the Government House Leader; Ontario - the Chairman of Management Board of Cabinet; Quebec - the Minister of

the Environment; British Columbia -a private consultant; and the National Round Table - a University President. In some ways my favourite is Prince Edward Island where Gilbert Clements is both Minister of Finance and Minister of the Environment, which captures the spirit of Sustainable Development perfectly.

(b) The Reporting Relationship

Whoever is Chair must guard fiercely the lines of communication and the reporting relationship to the First Minister and thus to Cabinet. If the reporting relationship is sidetracked from direct access and hence into the bureaucracy the Round Tables will suffer the same fate as many other advisory bodies whose reports disappear from view. Many believe that the reporting relationship is the key to the effectiveness of the whole Round Table system as well as the best guarantee that good people will be retained. The original National Task Force members felt strongly that this relationship is fundamental to success. I believe they were right.

(c) Defining the Goal

One of the great problems of all Round Tables is to put shape and substance on the nebulous concept of Sustainable Development. In Canada we must bring some order into this intellectual debate which has been dominated thus far by what Sustainable Development is NOT rather than what it IS. For some of us who have been groping ineffectively in the dark, we look to the Round Tables and the Winnipeg Institute for leadership.

The focus for the work of the Round Tables should be strategic and long-term policy analysis as opposed to problem solving which many existing institutions are designed to deal with. They need to concentrate on some of the tough issues such as the tradeoffs inherent in

environment/economy integration, the reform of decision-making processes and structures, the greening of management and institutional philosophies, and the development of Conservation or Sustainable Development Strategies. They should deal with specific issues or local events only insofar as they relate to the wider strategic goals. Otherwise, there are many traps and pitfalls for Round Tables. They have neither the expertise nor the staff to deal with specific issues and problems and could easily get diverted from their own agendas in the process.

(d) Round Tables and the Wider Public

Potentially, the greatest ally of the Round Tables is the public who are upset with the status quo but uncertain where to turn for advice. To be effective the Round Tables must have a high public profile as agents for change, yet remain clear of partisan political battles. This is all the more difficult with Ministers on nearly every Round Table. Therefore each Round Table must develop a communications strategy so that it can contribute to the public debate while limiting tensions with the government it advises. This requires careful diplomacy and statesmanship to avoid isolation from government, industry, NGO's, or the public.

(e) Round Tables and the Bureaucratic Process

While statesmanship is required, there also must be clear pressure for change. Any fundamental change in the process of government will encounter inertia and resistance from those within the system who view it as a challenge to their power or jurisdiction. Public sector structures are far more resistant to change than the private sector because of the checks and balances which have been developed, often for good reasons, within their decision-making systems. As outsiders, the Round Tables will only be successful if they can mobilize political will to impose appropriate changes

on these systems. Few outside government can properly appreciate the full extent of the problem in ensuring that environmental priorities become understood and acted upon by all areas of government.

(f) The Secretariat

Given the level of executive and ministerial expertise on the Round Tables, it is easy to underestimate the need for adequate secretariats headed by able executive directors. The effectiveness and the independence of Round Tables depends upon the quality of the staff work, including access to outside contract research. If the solutions were easy or obvious there would be no need for Round Tables. Also, out of meetings like these I would hope that advice could be pooled between Round Tables and a support role for the new Winnipeg Institute be devised.

(g) Jurisdictional Boundaries

In the work of the Round Tables there are two levels of environmental considerations which are not properly addressed with current structures - municipal and international. Round Tables are designed to deal with provincial, territorial and federal levels of government, yet two of the four levels of government fall outside of their purview. Many of the most pressing environmental issues involving air and water quality, waste disposal sites, planning, and so on are at the municipal level. Recognizing this, several Round Tables have municipal representation. Mayor Sylvia Sutherland of Peterborough, a member of the Ontario Round Table has established her own Round Table style Sustainable Development Committee to advise local government in the area. Likewise, at the other end of the policy spectrum, especially for climate change, there must be an international perspective.

The National Round Table has begun consideration of the international dimensions of Sustainable Development and I would strongly encourage the vigorous pursuit of this initiative.

(h) Balance Between Economic and Ecological Principles

While it is essential that there be real strength on the economic side in Round Table membership, it is equally important that there be strong representation from those with experience and understanding of ecological principles. Climate change, for instance, is a science driven revolution where the strengths and limitations of our modelling must be understood to appreciate the economic implications. Nor can we lose sight of the areas of economic interdependency which flow out of the biological interdependency of species. Ecosystems are the basis for renewable resource industries such as fisheries, forestry, and agriculture. But ecosystems are like bicycle wheels with many species as spokes. Each broken spoke lessens the ability of the wheel to run true. When enough spokes are broken, the wheel collapses, upsetting the rider.

Conclusion

In my talk this morning I have tried to articulate some of the hopes and fears of those who worked to establish this process. Although unified in objectives, each Round Table reflects its own circumstances in a properly Canadian fashion. In closing I want to come back to two basic points: ...

First, the CCREM Task Force Report remains an impressive document for helping to shape advice on an action plan in every jurisdiction.

Secondly, in the light of the scientific evidence emerging daily, there is a sense of urgency for your task which is devastatingly clear.

Premier Filmon, I want to thank you for the honour of speaking this morning and I wish you and your colleagues on the Round Tables Godspeed in you deliberations. Like many Canadians I will be watching closely your future progress.

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Rencontre des tables rondes
Winnipeg (Manitoba), le 27 avril 1990

Les tables rondes au Canada - histoire et raison d'être

Robert Page
Président
Conseil consultatif canadien de l'environnement

Monsieur Filmon, membres des Tables rondes et membres du personnel, c'est un honneur pour moi d'assister à cette première réunion des Tables rondes sur l'environnement et l'économie et d'avoir été invité à vous adresser quelques mots. Je suis ravi de voir des visages familiers et nombre de nouveaux. Vous représentez un moteur puissant du progrès et du changement. Vous pouvez, ensemble, instaurer au Canada une nouvelle ère de respect et d'harmonie entre d'une part les besoins essentiels de notre système économique et d'autre part l'équilibre écologique. La tâche est colossale, étant donné la complexité de notre pays et la diversité des parties concernées.

Le Conseil que je préside a suivi de très près tout ce processus. Les progrès réalisés dans chaque région sont dus en grande partie aux efforts d'un certain nombre de personnes dont plusieurs sont présentes ce matin. La province du Manitoba qui nous accueille constitue un bon exemple. Le Premier ministre et son gouvernement ont appuyé au départ le rapport du Groupe de travail national. Le Premier ministre a créé et préside la Table ronde du Manitoba et suscite des discussions aux niveaux les plus élevés du gouvernement. Le Manitoba a aussi joué un rôle important, de concert avec le gouvernement fédéral, dans la création de l'Institut international pour le développement durable. Le Manitoba fut non seulement le pionnier des Tables rondes, mais il a aussi modifié les comités de cabinet et le mode de prises de décisions gouvernemental pour assurer que l'on tienne compte des préoccupations économiques et environnementales

dans les processus d'élaboration de politiques et de prises de décisions. À mon avis, il est normal que cette réunion se tienne ici, à Winnipeg, en présence du Premier ministre.

Que chaque gouvernement ait mis sur pied ou soit en train de constituer une Table ronde pour relever le défi d'un développement durable représente une grande réalisation du Canada, et ce malgré les débats déchirant notre pays et faisant obstacle à la collaboration dans d'autres domaines.

En plus d'être une réalisation remarquable, les Tables rondes constituent des instruments essentiels. En effet, le défi du développement durable exige de notre part et plus que jamais la mobilisation de la volonté politique du pays afin de relever un ensemble de défis environnementaux pressants qui menacent la vie et le potentiel économique de la planète. Nous devons tous admettre que cette situation est sans précédent dans notre histoire et les futures générations nous jugeront en fonction de nos actions et non pas de nos paroles.

On m'a demandé de débuter ce matin par des observations sur l'historique et le mandat des Tables rondes afin d'alimenter vos discussions sur les tendances actuelles et les perspectives futures. Je crois utile de rappeler un certain nombre de buts et d'aspirations des fondateurs afin de pouvoir mesurer les progrès réalisés à ce jour.

Les Tables rondes sont le résultat direct des recommandations présentées par le Groupe de travail national sur l'environnement et l'économie, lequel a soumis un rapport au Conseil canadien des ministres des ressources et de l'environnement (CCMRE) en septembre 1987 et a participé à la Commission Brundtland et à son rapport. Cela est un fait, mais ce n'est pas le plus important. Les Tables rondes s'inscrivent

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dans la tradition politique du Canada et dans la suite d'événements des deux dernières décennies.

À la base du concept d'une Table ronde, il y a au Canada la volonté d'avoir recours à la consultation et au consensus plutôt qu'à l'adversité (comme aux États-Unis). L'adhésion du Canada à ce principe remonte à l'adoption de l'Acte de l'Amérique du Nord britannique de 1867 (rôle consultatif d'un Sénat non élu) et à la constitution fréquente de commissions royales pour connaître l'opinion des diverses parties concernées. Nous avons retrouvé ces traditions dans le contexte environnemental des années 1970 sous la forme de nouvelles normes de participation du public mises de l'avant par l'Enquête Berger et par l'application du PEEE par les juridictions fédérale et provinciales. Cependant, l'efficacité de ces processus a été freinée par la polarisation du débat par les environnementalistes et les partisans de l'expansion industrielle. Cette polarisation a été accentuée par l'évocation de la fin du monde dans le débat sur «Les limites à la croissance» qui laissait croire qu'un environnement sain et une croissance économique sont des réalités irréconciliables. Cette impasse lourde de menaces a inquiété ceux et celles qui cherchaient des solutions plutôt que la confrontation.

À cause de tout cela, diverses démarches au Canada ont été entreprises afin de régler ce dialogue de sourds. Les organisations non gouvernementales (ONG) et le secteur privé acceptent de plus en plus de traiter des questions environnementales et de chercher de nouveaux moyens de régler les points en litige. En 1978, le Réseau canadien de l'environnement est créé pour encourager les ONG à faire front commun face au gouvernement. En 1980, les efforts au niveau international pour établir une Stratégie de conservation mondiale ont aidé à stimuler un nouveau mode de pensée. Au cours des années 1980, il

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la consultation multipartite que l'on a nommée «le processus du Niagara» et qui impliquait les gouvernements, l'industrie et les ONG. Le fait que cela ait permis d'élaborer un mode de gestion des produits chimiques toxiques, depuis leur conception à leur élimination, a constitué une réalisation importante et la source d'une plus grande confiance.

Au cours de la même période, au milieu des années 1980, la Commission mondiale sur l'environnement et le développement présidée par madame Brundtland a sillonné tous les continents en quête de l'opinion publique. En 1986, la Commission a tenu des audiences publiques dans six villes canadiennes et la réaction de la population fut très enthousiaste. À Edmonton, les membres du CCMRE ont rencontré ceux de la Commission Brundtland, et ont décidé de mettre sur pied un groupe de travail national en vue de favoriser le dialogue entre les principaux décideurs pour une intégration de l'environnement et de l'économie au Canada. En avril 1987, on publie le rapport Brundtland; il contient cette définition maintenant célèbre du développement durable :

> « un développement qui répond aux besoins du présent sans compromettre la capacité des générations futures de répondre aux leurs. »

La plupart des preuves et des arguments n'étaient pas nouveaux, mais le rapport présentait ses résultats avec une cohérence, une éloquence et une clarté toutes nouvelles. Par-dessus tout, le mot d'ordre «développement durable» semblait être la formule qui avait résolu l'impasse entre les environnementalistes et les partisans de la croissance économique. Cependant, on laissait aux autres le soin de définir et d'appliquer le développement durable. Comme tout document politique, l'ambiguité permettait l'unanimité.

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A l'automne de 1987, le Groupe de travail national a présenté son rapport au CCMRE, accompagné de diverses recommandations dont la création de Tables rondes aux niveaux national, provincial et territorial. Le rapport était court, clair et précis quand aux moyens pour établir des liens entre l'environnement et l'économie et de modifier le processus de prise de décisions du gouvernement et de l'industrie. Il concluait en demandant que des plans d'action pour l'application de ses recommandations soient élaborés par toutes les provinces, les territoires et le gouvernement fédéral. Plusieurs ont été préparés, mais la population attend toujours une réponse globale de chaque gouvernement. J'espère que tous les membres des Tables rondes connaissent les arguments et les recommandations du Groupe de travail national et continuent à faire pression pour que les plans d'action soient élaborés.

Le rapport lui-même et les réactions qu'il suscite partout au pays sont considérés au niveau international comme étant une étape très importante pour la mise en oeuvre du développement durable. Vous devez tous savoir que vos efforts visent à assurer au Canada même, un leadership mondial dont le bilan sera présenté par le Canada à la conférence mondiale de 1992 au Brésil. C'est pourquoi l'importance des Tables rondes s'étend au-delà de leur juridiction et elles continueront à être observées avec beaucoup d'intérêt par d'autres.

Avant de commencer à se féliciter pour 1992, nous devons examiner très franchement jusqu'à quel point nous avons, à ce jour, su relever les défis d'un développement durable et combler les espoirs de nombre de nos fondateurs. J'aimerais maintenant vous présenter ces défis et vous laisser décider du succès de vos Tables rondes à cet égard.

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(a) Composition et leadership

Chaque Table ronde doit pouvoir obtenir et conserver les services continus des grands décideurs. Les échanges entre les leaders du gouvernement, de l'entreprise et des ONG doivent être remplis d'ardeur si l'on veut que le résultat ait du poids au sein des trois secteurs ainsi que face à la population. Chaque Table ronde a une approche un peu différente par rapport aux procédures aux membres et surtout à la présidence. Au Manitoba, c'est le premier ministre, dans les Territoires du Nord-Ouest, le leader du gouvernement, en Ontario, le président du Conseil de gestion du gouvernement, au Québec, le ministre de l'Environnement, en Colombie-Britannique, un consultant, et à la Table ronde nationale, un président d'université. Dans un certain sens, je préfère l'idée de l'Île-du-Prince-Édouard, où le président, M. Gilbert Clements est à la fois le ministre des Finances et le ministre de l'Environnement, ce qui correspond parfaitement à l'esprit du développement durable.

(b) Le lien hiérarchique

Le président, qui que ce soit, doit préserver à tout prix les moyens de communication et les liens directs avec le premier ministre et le cabinet. Si ce lien devient indirect et s'enlise dans la bureaucratie, les Tables rondes subiront le même sort que nombre d'autres groupes consultatifs dont les rapports ont fini sur les tablettes. Beaucoup de personnes croient que ce lien hiérarchique est la pierre angulaire de l'efficacité de tout ce système des Tables rondes et la meilleure garantie qu'elles pourront attirer des personnes de valeur. Les premiers membres du Groupe de travail national avaient la ferme conviction que le succès dépendait de ce lien. Je suis d'accord.

(c) Définition d'un objectif

L'un des grands problèmes auxquels font face toutes les Tables rondes consiste à donner forme et substance au concept de développement durable. Au Canada, nous devons structurer un peu ce débat intellectuel qui, jusqu'à présent, a surtout cherché à définir ce que n'est PAS le développement durable, plutôt que ce qu'il EST. Pour certains d'entre nous qui avons avancé à tâtons et sans succès, nous comptons sur le leadership des Tables rondes et du Winnipeg Institute.

Les Tables rondes devraient concentrer leur travail sur la stratégie et l'analyse de politiques à long terme et non sur des problèmes devant être réglés par nombre d'institutions conçues à cette fin. Elles doivent étudier certaines questions difficiles comme les compromis nécessaires à l'intégration de l'environnement à l'économie, la modification des structures et du processus de prise de décisions, l'adaptation des philosophies de gestion et des institutions aux principes écologiques, l'élaboration de stratégies de conservation ou de développement durable. Elles ne devraient s'arrêter à des questions précises ou à des faits locaux uniquement lorsqu'en rapport avec des objectifs stratégiques plus généraux. Autrement, bien des pièges et des attrapes guettent les Tables rondes. Elles ne possèdent ni l'expérience, ni le personnel qui leur permettraient de régler des questions et des problèmes précis et elles pourraient facilement s'écarter de leur chemin en cours de route.

(d) <u>Les Tables rondes et la population</u>

La population est peut-être le meilleur allié des Tables rondes. Elle est fatiguée du statu quo, mais elle ne sait où se tourner pour obtenir conseil. Pour être efficaces, les Tables rondes doivent être, aux yeux de la population, des agents de changement et elles doivent éviter les batailles partisanes, ce

qui est très difficile car presque toutes les Tables rondes comptent un ministre dans ses rangs. Chaque Table ronde doit donc mettre en place une stratégie de communication qui lui permettra de participer au débat public tout en évitant les frictions avec le gouvernement qu'elle conseille. Il faut faire preuve de diplomatie et d'habileté politique si on ne veut pas se retrouver isolé du gouvernement, de l'industrie, des ONG et de la population.

(e) Les Tables rondes et le processus bureaucratique

L'habileté politique est nécessaire, mais il faut aussi savoir exercer des pressions pour obtenir des changements. Toute modification de fonds du processus du gouvernement provoquera de l'inertie et de la résistance chez ceux qui y voient une remise en question de leur pouvoir ou de leur autorité. Les structures du secteur public sont très lourdes. Peu de gens à l'extérieur du gouvernement savent vraiment comment garantir la bonne compréhension et l'application des priorités environnementales à tous les échelons du gouvernement.

(f) Le Secrétariat

L'expérience ministérielle et administrative des membres des Tables rondes pourrait nous faire oublier qu'il est important de mettre en place des Secrétariats dirigés par des administrateurs compétents. L'efficacité et l'autonomie des Tables rondes dépendent de la qualité du travail du personnel, y compris la possibilité de commander des études à des personnes de l'extérieur. Si les solutions étaient évidentes ou faciles, on n'aurait pas besoin des Tables rondes. De plus, à part des réunions comme celle-ci, il est à espérer que les Tables rondes se consulteront entre elles et que le nouveau Winnipeg Institute jouera un certain rôle de soutien.

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(g) Les limites de juridiction

Dans le cadre des tâches des Tables rondes, il existe deux types de questions environnementales auxquels les structures actuelles ne donnent pas une réponse adéquate - les questions aux niveaux municipal et international. Les Tables rondes sont conçues pour les niveaux provincial, territorial et fédéral, mais deux niveaux de gouvernement ne sont pas touchés. Bien des questions environnementales les plus pressantes relativement à la qualité de l'air et de l'eau, aux décharges, à la planification, etc. concernent les municipalités. La mairesse Sylvia Sutherland de Peterborough, membre de la Table ronde de l'Ontario, a mis sur pied un comité sur le développement durable, du genre «table ronde», pour conseiller le gouvernement local dans ce domaine. De même, à l'autre limite de l'éventail politique, surtout pour ce qui concerne le changement climatique, une perspective internationale doit être possible.

La Table ronde nationale a commencé à étudier les implications internationales d'un développement durable et je l'encourage fortement à poursuivre ses efforts.

(h) L'équilibre entre les principes économiques et écologiques

Bien qu'il soit essentiel que l'économie soit bien représentée parmi les membres des Tables rondes, il est tout aussi important qu'elles accueillent des personnes qui connaissent et comprennent les principes écologiques. Le changement climatique, par exemple, représente une révolution pour la science et les forces et faiblesses de nos modèles doivent être compris si l'on veut en connaître les répercussions au niveau économique. Nous ne pouvons mettre de côté les secteurs de dépendance économique qui résultent de la dépendance

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biologique des espèces. Les écosystèmes sont à la base de nos industries d'exploitation des ressources renouvelables, comme les pêches, la forêt et l'agriculture. Les écosystèmes sont comparables à des roues de bicyclette et les diverses espèces, à des rayons. La perte d'un rayon empêche la roue de bien tourner. Si l'on perd trop de rayons, la roue s'écroule, ce qui fait tomber le conducteur.

12/12

Conclusion

Dans mon exposé de ce matin, j'ai essayé de définir les espoirs et les craintes de ceux et celles qui ont travaillé à ce processus. Bien que leurs objectifs se ressemblent, les Tables rondes représentent chacune les conditions particulières à leur milieu, selon la tradition typiquement canadienne. Avant de conclure, permettez-moi de rappeler deux points fondamentaux :

D'abord, le rapport du groupe de travail du CCMRE demeure un document imposant qui aidera à conseiller chaque juridiction dans l'élaboration d'un plan d'action.

Finalement, si l'on se fie aux données scientifiques qui font surface quotidiennement, l'urgence de votre tâche est plus qu'évidente.

Monsieur le Premier ministre, je tiens à vous remercier de m'avoir invité à prendre la parole ce matin et je souhaite bonne chance à vos collègues et à vous dans vos discussions. Comme bien des Canadiens, je suivrai de près vos progrès.

APRIL 29/90

MEETING JUDGED SUCCESS

A sustainable development

By MICHELLE BAILEY
For The Sun

Premier Gary Filmon wrapped up the two-day joint round-table meeting on the envionment and economy yesterday, saying it was the beginning of a wonderful relationship.

"I believe that all of us here gained a better understanding about what we're all doing in our own jurisdictions and it has allowed us to make liaisons as we continue round-table meetings in the future," Filmon said.

Filmon said the timing for the meeting couldn't have been better, adding that Canada is well ahead of other countries in terms of sustainable development.

"I think we had a kick start here this weekend, insuring that sustainable development is more than just a theory or concept, but a solution to saving our planet.

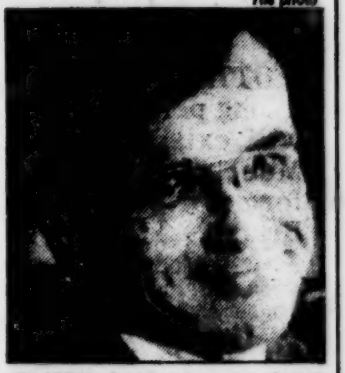
"We are more informed and more focused than before and we have a very large responsibility to develop principles to adopt and implement sustainable development," Filmon said.

Aurthur Campeau, an advisor for the federal environment minister, said further meetings will help prepare for the 1992 United Nations conference on the environment in Brazil.

"We expect 60 of the 160 United Nation countries will be involved at the 10 day conference," Campeau said.

"Our responses could well influence the future course of human life on our planet."

File photo



FILMON: Answer to save planet

Campeau added that Canada has an exceptional reputation internationally in dealing with the environment.

"We have a keen public who want to see change and we have the scientific capability and know-how in place. We have the potential to serve as a role model to the world."

The next round-table meetings are planned for September, 1991 in Montreal.

Sustainable development seen as 'nebulous concept'

WFP. APRIL 28/90

By Nick Martin

Canadians have made a commitment to sustainable development but it's time to figure out what it is, a national conference on the environment and the economy was told yesterday.

Government, environmentalists and business must "put shape and substance on this marvellously nebulous concept of sustainable development," said Robert Page, chairman of the Canadian Environmental Advisory Council.

Canadians want concrete proposals to achieve an economy in harmony with the environment, Page told members of provincial and territorial roundtables preparing a Canadian position for a global conference in Brazil in 1992. The meetings are being held at the Delta Hotel in Winnipeg and end today.

'Scrap what is not'

"In Canada, we must bring some order into this intellectual debate, which has been dominated thus far by what sustainable development is not, rather than what it is," Page said.

Quebec delegate Andre Belisle suggested: "We'll just scrap what is not, keep what might be, and maybe find out what it is."

In Quebec, Belisle said, the giant Caisse Populaire credit union now loans money only for ecologically sound projects. "That's good business, and good for the image."

Page said the "dialogue of the deaf," in which environmentalists argue for conservation and industrialists for economic growth, without listening to each other, has lasted too long.

"People want deep changes, and they want it fast," Belisle said.

The public is far ahead of governments in demanding economic growth that does not threaten the environment, Manitoba Premier Gary Filmon said.

But, he warned, the public has the right to remain skeptical until Canadians see tangible solutions.

Anyone wanting an object lesson in renewable resources should come to the Northwest Territories, government leader Dennis Patterson said. There is absolutely no tolerance for waste, which threatens the future supply of resources.

Patterson said he was amazed the first time he went on a caribou hunt to see that there was a practical use made of every part of the animal. "That is a theme we can bring to the talk of sustainable development."

Nova Scotia has targeted finding a means for public input into private-sector decision-making, delegate Susan Holtz said.

Manitoba Econetwork spokesman Jack Dubois said in an interview that the conference creates a sense of community and shows environmental activists they are not working in isolation.

Manitoba to host meeting on sustainable development

APRIL 22/90

By Michael Stadnyk

Manitoba will host Canada's first national Round Table on sustainable development in Winnipeg on April 27-28.

More than 70 Round Table members from across Canada will meet here to share and review progress on sustainable development and plan for future programs.

Organization of the provincial round tables began in late 1988 as part of Canada's response to the United Nations World Commission Report on Environment and Development. The report called for countries to blend economic growth with preserving and even improving the environment. The term "sustainable development" was created.

Manitoba was one of the first provinces to form a round table in October, 1988. To date, its members have held eight meetings.

Premier Gary Filmon proposed the idea of a national meeting last year at the premiers' conference in Quebec City. Filmon is chairman of Manitoba's Round Table, the only premier to hold this position.

All 13 Canadian jurisdictions will be represented, allowing for a sharing of ideas and planning future directions. Attending will be government ministers, business and labour leaders, academics and environmental groups.

Canada is one of the world's first nations to establish round tables to deal with sustainable development.

Manitoba's Round Table has adopted seven objectives and appointed subcommittees to achieve these goals. They are in the areas of communications and education, strategy, incentive programs, public sector implementation, codes of practice, demonstration projects and state-of-the-environment reporting.

WFP APRIL 30/90

Canadians reluctant to 'pay Green tab'

By Glen MacKenzie

Although environmental concerns are a top priority for many Canadians, they aren't always willing to pay more to help out, polls show.

John Wright, public affairs vice-president of The Angus Reid Group, told a joint meeting of the Round Tables on Environment and Economy during the weekend that the environment issue has grown from a big concern of fewer than five per cent of Canadians two years ago to 40 per cent.

But, Wright said, a survey his firm did last fall of 1,500 Canadians found only 67 per cent would pay an extra 50 per cent on top of their garbage bills to help the environment.

The survey also showed only 66 per cent would pay 10 per cent more for groceries, 63 per cent would pay $1,000 more for a car, 63 per cent another five cents a litre for gasoline and 57 per cent a 10-per-cent energy tax.

"It's 'Do as I say and not as I do'," Wright told about 80 meeting participants.

"Here is where the critics and the skeptics of the environmental research can have some fun because clearly there is a fair bit of mouthing the words out there as opposed to paying the tab.

"On the consumer index activity list, it is clear that two or three groups in Canadian society are slapping the cash on the table — one group because they really believe in the movement but can't afford it, another narrow group that is really concerned and likes techie innovations and another fat-cat, 40-plus group that would rather spend their way out of guilty feelings about the environment than do the 'marching/protest thing' on Earth Day."

Wright said in an interview he was surprised to find the survey results indicated many poorer individials had more interest and participation in the environment than some wealthy ones.

He also said about 11 per cent of Canadians are considered hostile to environmental concerns.

These, Wright said, think environmental issues are overplayed, don't believe man is in danger of destroying the environment, have strong representation on the Prairies and tend to be male and vote Progressive Conservative.

The round tables provide a forum for senior level decisions-makers to roll up their sleeves and propose policies to be placed before the public for widespread consultation.

The conference ended yesterday.

FIRST JOINT MEETING OF ROUND TABLES ON ENVIRONMENT AND ECONOMY

PREMIÈRE RENCONTRE DES TABLES RONDES SUR L'ENVIRONNEMENT ET L'ÉCONOMIE

OPENING PLENARY SESSION

In introducing the opening plenary, Mr. Cummings indicated the aim of the session is to exchange ideas about Round Table experiences across Canada.

Welcome and Opening Remarks

The Honourable Gary Filmon, Premier of Manitoba welcomed those present at this first meeting of the Round Tables to share information on various initiatives, programs and experiences. The opening session was to update all on the progress to sustainable development. Together we can start on a national consensus on where to go with Round Tables in the 1990's.

It is critical to come together to share ideas for the advancement of sustainable development. Such events and activities as GLOBE 90 and Earth Day indicate that people are not waiting to be told what to do.

The Premier would like to see better linkages between the Round Tables to achieve, for instance, better interjurisdictional co-operation, consistency and regulations. We must examine the role of such other organizations as the new International Institute. The Premier indicated that actions will define sustainable development much better than words. Here is an opportunity to help and learn from each other, to develop concrete strategies.

Robert Page, Chair, Canadian Environment Advisory Council

As a spectator to the process, Professor Page indicated the Round Table movement is a powerful force for progress and change, but the task is daunting given the complexity of our country and the diversity of the interests involved.

It is a remarkable achievement that every government has or is forming a Round Table, especially when controversies plague the country and hinder co-operation. The Round Tables are an essential tool to combat the environmental challenges, unprecedented in our history. Future generations will judge us by our actions not our words.

The National Task Force to CCREM included the establishment of Round Tables and a call for action. These efforts are part of a uniquely Canadian effort to be reported on at the World Conference in 1992 in Brazil. But we must look at the challenges facing us,

1. to attract and retain services of leading decision-makers,
2. To guard the reporting relationship to the first Minister and Cabinet,
3. to define the goals and put shape and substance to the nebulous concept of sustainable development,
4. to communicate with the uncertain public, while avoiding isolation from government industry and the NGO's,
5. to mobilize political will to change the resistant bureaucratic process,
6. to achieve adequate and able resources for the Round Tables,
7. to tackling the municipal and international dimensions of sustainable development, and
8. to balance and integrate the economic and ecological principles of sustainable development.

Professor Page concluded with two basic points. The Task Force Report remains an impressive document for advice and secondly, the sense of urgency is devastatingly clear.

National Round Table, Dr. David Johnston

Dr. Johnston indicated there are two broad ways in which the National Round Table functions: inwardly as an adviser to the federal government and as a catalyst for principles of sustainable development. Round tables should concentrate on doing what they are uniquely able to do, and which other organizations cannot. However there is no "textbook" to follow, so they need self-discipline and concentration on objectives while being also flexible and innovative.

British Columbia, Charles Connaghan

British Columbia's Round Table has been in existence for just 14 weeks. It has no MLA's, but two Deputy Ministers participate, and it reports to Cabinet will be made public.

New Brunswick, Dr. Louise Lapierre

New Brunswick's 15-member Round Table, including five government members, began in 1988. It is now in the second phase of consultations, with a report expected by the end of the year. The draft strategy, to be presented to the premier next year following final public responses, will integrate problems and opportunities and also identify a number of possible demonstration projects in each of its 13 sectors.

Northwest Territories, The Hon. Dennis Patterson

NWT began its round table process in the Throne Speech in February, although it previously has been involved in sustainable development policy processes. The NWT is presently negotiating major accords with the federal government to acquire greater control over a number of areas affecting natural resources.

Nova Scotia, Susan Holtz

The Nova Scotia round table follows "a fairly standard model" with about 20 members reporting to the Premier. One of its unique aspects has been the involvement of a voluntary committee, which was previously established to support the work of another department.

Quebec, Andre Belisle

The 11-member Quebec Round Table (including three ministers) began in 1988. It has developed a code of ethics and held extensive public consultations. The basic message received was a call for more emphasis and action on environmental matters.

Prince Edward Island, Diane Griffin

The province adopted its own conservation strategy in 1987, now being updated prior to the Round Table's existence. The PEI Round Table is composed entirely of volunteers, and looks to other Round Tables for support.

Saskatchewan, Frank Arnie

Saskatchewan is very dependent on volunteer co-operation. Mr. Arnie, citing its current economic condition, said Saskatchewan is being very innovative and pragmatic in developing its conservation strategy. Eleven sector-by-sector studies are being conducted, largely by volunteers.

Yukon, Lindsay Staples

The 12-member Yukon Round Table has two ministers as ex-officio members and reports to the Premier. Together with native representatives on the Round Table, the Yukon is also emphasizing co-operative management of resource policy development.

Alberta, Kurt Gesell

Alberta began its process in the 1989 Throne Speech. When the Round Table is in place, it will be a high-level policy body to advise the government on sustainable development and to integrate economic and environmental decision-making.

Ontario, Jon Grant

The 21-member Ontario Round Table has been operated for 18 months. It has six cabinet ministers from economic and environmental portfolios, and other members from various backgrounds. Before the end of June, the Ontario Round Table will release a challenge paper to involve the public in Ontario.

WORKSHOP 1A: PRINCIPLES OF SUSTAINABLE DEVELOPMENT

Mr. Cummings described the work on developing a set of principles as a major preoccupation of the National Round Table's subcommittee on Communication and Education. He acknowledged the difficulty of determining a principle from a guideline, and that sustainable development itself is not a precise concept. The development of principles and guidelines are therefore essential for clarification. Manitoba developed ten fundamental principles and six fundamental process-oriented guidelines, all to be part of the "core" document.

In addition to defining the concept of sustainable development, the principles assist in implementation by providing a benchmark to measure our progress towards a sound environment and sustainable economic growth.

The Round Table prepared its "core" document, including principles, referred it for government approval and had it reviewed by a sustainable development technical advisory committee of senior departmental managers, by the Interdepartmental Planning Board of Deputy Ministers, and then by the Sustainable Development Committee of Cabinet and cabinet as a whole.

Principles and guidelines are not cast in stone. This is an evolving process. Susan Holt indicated that although she was not a member of the National Round Table's Committee on this topic she was keenly interested and concerned. In her opinion, developing principles is important to clarify concepts, but as any beginning in process such things can become dated very quickly.

She stressed openness of discussions and the need to build in a process of review to allow for incorporation of new insights.

In discussing the evolution of the concept of sustainable development, emphasis was placed on the fact that tensions exist, but that all perspectives need to be brought together. The Brundtland formulation of the concept does this. There are fundamental goals that must be simultaneously incorporated.

Human needs and the ability of our institutions to meet those needs without impairing our planet were two key points. We can look at the negative side in terms of "what we don't want to impair," but also look at the positive side in terms of "what do we want to enhance and support." Are human needs being met and can they be met in better ways. Until we address these issues we will not easily change our patterns of consumption.

We need to sustain two things: the ecosystem/our planet and our human systems/societies. To accomplish this we must meet human needs, protect and restore ecosystems, and enhance social resilience. By this is meant a change in mind-set; a shift from our emphasis on avoiding risk and maximizing control to enhancing our ability to respond to change. It is the difference between "fail safe" and "safe fail."

Participants at the session again indicated that the development of principles sets a benchmark, with the process of arriving at them being important. Once a definition of sustainable development is arrived at where do you go from there? Organizing around the development of sectoral strategies is difficult too. Conflicts are fundamental between economics/environmental aspects, between jobs and beauty. Things must be economically viable or they won't work. You can have ecological protection but at what price?

Even in the past, human beings impacted on the environment. It is not possible to avoid affecting the ecology in one way or another. It is a question of what is reasonable. We must think about uncommon solutions. It will take time and we must be cautious of absolutes.

The development of a strategy rather than an ultimate definition of sustainable development allowed for the extraction of a set of principles and guidelines to use as a yardstick. However, there is a danger in being too succinct: they may not be seen as relevant or applicable but too universal.

The public fears growth of the bureaucracy. We need to be pragmatic. Perhaps a principle should be to address the most serious problems. Education and information are needed to make people aware. The principles can be used as an education tool.

The Brundtland and World Conservation Strategy should be reflected in the
principles which can be embodied relevant legislation for the development of regulations, policies, etc.

A participant suggested that if your approach is too sectoral you may lose the global, broader issues. Once principles are agreed upon, we need to move on to "indicators." When there is a lot of panic and logic isn't being applied, we need a solid indicators approach. Applying the principles and guidelines provides the basis for discussion in sectoral areas.

It is difficult to value aesthetics. Non-economic valuation is being explored. Full cost accounting may be a principle. This is a new field but work is being done. It means factoring in an inventory of the natural resource base and what it means to the provincial account. There is a value conflict here. In finding a common denominator, this model adopts one frame of reference--dollars. Other frames of reference should be explored. Aesthetics and spiritual values strike at the heart of the issue.

Some of what we do is contradictory and we won't be seen as serious. For example, we can't end rail service and complain there are too many trucks.

A specific question was raised about the use of the terms "global" and "international." It was commented that national boundaries cause us to take account of things differently within our boundaries. Concern is often defined geographically. Local people are concerned with local impact and less concerned about global/international impacts.

WORKSHOP 1B: DEVELOPING STRATEGIES - CONTENT (PART ONE)

We can consider either sustainable development or conservation strategy and look at content as opposed to the process.

The Northwest Territories is in the beginning stages, having announced the establishment of a Round Table after major public consultation on Sustainable Development policy. There was government participation, but extensive public discussion was the key. The policy contains principles of sustainable development, guidelines for the economy and ecology, objectives and a commitment to a development action plan. It is administered primarily by the Department of Renewable Resources and by other government departments. Sustainable development policy is ready to be approved, but the action plan will implement and state the commitment. The process will require annual public reports on progress.

Ontario started 18 months ago with the Round Table largely as a result of growing interest in the environment. Originally set up with six cabinet ministers it then went to the business community, farmers, northerners, and others, and included strong-minded and opinionated people who were beneficial to the process. Cabinet ministers had to straighten out their own agendas which held up the process to some degree. There was some concern that public perception was that this was all show with no sustained involvement and the eventual collapse of the initiative.

The key strategy to build and maintain public support was setting up the sustainable development committee. It involved a series of meetings/challenges for public and business involvement.

The committee's first paper was very proactive. There was a surprising amount of understanding between the private sector and environmental groups. However, a key point to be made is that senior ministers must get on board. They have to be sold.

Discussion

These are the aims of the Northwest Territories draft policy for sustainable development.

1. The GNWT shall promote economic development which maintains essential ecological processes, biological diversity, and harvestable resources at sustainable levels.

2. The G.N.W.T. shall routinely combine and equally weigh conservation and development factors in decision-making processes for the use of resources.

3. Sustainable development of resources is essential to the long term economic, cultural and social well-being of northern residents.

4. Northern residents shall be assured meaningful input and participation in decisions related to conservation and resource development.

5. Initiatives associated with this policy shall be consistent with or complement, all agreements, policies and legislation related to the settlement of aboriginal claims as they relate to conservation and development of resources.

6. Conservation and development practices shall take into account the local knowledge, values and experience to be found among the regular users of the environment as well as the information developed in academic institutions, industry and government.

7. Natural resources should be managed so that opportunities for future resource uses are maximized and maintenance of ecosystems is ensured.

8. Conservation commitments in resource development proposals shall be a major consideration in determining the degree of G.N.W.T.'s political and financial support.

9. The G.N.W.T. recognizes the need for conservation areas to maintain special values related to wildlife and wildlife habitat, unique or representative ecosystems, prime forests, productive agricultural soils, and heritage, recreational, tourism, scientific, and aesthetic resources. The G.N.W.T. shall support human activities in such areas where they are compatible with the values being protected.

10. Enhanced cooperation with other circumpolar and neighbouring jurisdictions is important in addressing transboundary concerns related to resouree management and the maintenance of environmental quality.

11. As far as possible, implementation of this policy will rely primarily on existing mechanisms and processes or those already under development through land claims or other processes.

To some extent these eleven points have some universal threads. The Manitoba Round Table has developed similar ones; they have been passed on to the National Round Table.

New Brunswick also has similar principles. The fact is, there is a tremendous commonality and shared ground between all jurisdictions.

It takes considerable discussion to determine what will go into a strategy. In Ontario, a consultant was hired to work with all representatives on the committee. The consultant worked on an individual level and focused all input. The next step was to "throw it back" to the committee. In effect, the process of defining sustainable development and devising principles was skipped. In hindsight, this may have been a mistake, but there was an urgency to get going.

In New Brunswick, there is major input from a variety of sources organized into 13 sectoral groups which formed the core of the process. There were over 220 public presentations by 13 selected groups.

The draft strategy is to be developed within two years. It will be in two parts:

1. A philosophical document for changing mind sets; with major implications for way we do business, and

2. A demonstration project which, the actual strategy, to bring it down to management and community level.

Funding for demonstration projects comes largely from tax on gambling and lotteries. The $20 million budget will be spent on demonstration projects, e.g. household hazardous waste disposal program.

In P.E.I. it is essentially a government strategy. The major concern is how to involve the private sector.

Demonstration projects would be such as local forestry initiatives. The major hope for this excellent initial response from several communities for demonstration projects will be imaginative ways of integrating the environment and the economy, and building support.

Another major concern is what happens if there is a change of government. Will this spell the end of the sustainable development initiative? This is unlikely because this initiative seems to have taken on a life of its own.

A major part of the success lies in getting stakeholders involved in the process. In some cases it has doubled the success of the process. In order to get industry involved, it should be made economically attractive. Once they are brought on side, a new life is injected into the process.

What would be extremely useful right now is a formal mechanism where the provinces can exchange ideas and information. CARTS (Canadian Association of Round Table Administrators) may be a way of doing this. We cannot afford to be reinventing the wheel independent of each other.

WORKSHOP 1C: COMMUNICATING SUSTAINABLE DEVELOPMENT

The task is to identify effective strategies, methods and techniques for communicating the sustainable development message to the Canadian public. A good deal of dialogue took place on the media role and responsibility.

Leon Pippard from the National Round Table functioned as resource person for the session and summarized the initiatives of the National Round Table in communication. His background as a writer and journalist provided useful insights to the discussion.

Analysis suggests that only one out of five Canadians has seen or heard the term sustainable development, and that there is little understanding of the concept. This is viewed quite differently from environmental issues which seem to be much better understood, are very topical and are receiving attention.

In developing a national communication strategy, the thrust, principles and guidelines must be clear. A forum was held with the media to determine the

1. media's view of sustainable development,
2. coverage of sustainable development, and
3. what the media feels should be done.

A document that identified the various action thrusts was an end product of the forum and included the following.

1. Editorial board briefings.
2. Case studies and analysis.
3. Feature story dialogue.
4. Development of public service announcements.
5. Media tools for Round Table members.
6. Round Table kits for municipalities.
7. Canadian Science Fair awards for sustainable development.
8. Participation-type sustainable development program.
9. Computer-based information process.
10. Electronic newsletter.

The media expressed a desire for a central source for sustainable development information.

Open Discussion

The inclusion of persons from the commercial media or Round Table members could ensure adequate communications. However, this may be viewed as unfair competition or could compromise the media. Media association membership might provide the solution.

Media were criticised on their coverage of sustainable development issues, with examples cited of poor local coverage from both GLOBE 90 and the Winnipeg Partners for the Future Conference. It is also difficult for reporters to convince editors of the importance of sustainable development and, therefore, Round Tables should be involved with editorial boards.

There were concerns about the national Green Plan in that it does not link to the National Round Table and to sustainable development. Linkages are required between the National, Provincial and Territorial Round Tables to reduce or eliminate overlap and duplication, and must be a two-way process.

The first task is to sort out what the message on sustainable development needs to be for all Round Tables. The second task is to determine how to deliver. Outside consultation might provide the solution to the second task.

Communication is a key as to how we will progress and how we will stay out of trouble with the media. There must be something concrete such as demonstration projects and activities to report on, since concepts are too difficult to report on. It is also felt that we have a narrow window of time in which to reflect a credible story, but better no story than a poor message.

Summary

Three primary communications needs were identified: the need to have a consistent message: the need to work jointly; the need for dealing with communication/education as an urgency. However, there was no agreement on how to best bring this about.

FIRST JOINT MEETING OF ROUND TABLES ON ENVIRONMENT AND ECONOMY

PREMIÈRE RECONTRE DES TABLES RONDES SUR L'ENVIRONNEMENT ET L'ÉCONOMIE

WORKSHOP 1D: PUBLIC SECTOR IMPLEMENTATION OF SUSTAINBLE DEVELOPMENT

The Honourable Mr. Penner stated that sustainable development must be implemented in the public sector if we are to bring about the required changes in our society to ensure a healthy environment and an economy capable of meeting the future needs of our citizens. Public institutions are critical in our everyday life. They are not only legislators, but also developers, consumers, policy agents, stewards and partners in the environment and economy. The public sector is not structured to address the environment and the economy in an integrated and sustainable manner.

Mr. Penner stated that Round Tables, with their broad cross-sectoral membership are well suited to provide the necessary changes to implement sustainable development in the public sector. Firstly, business, environmentalists, labour and non-government organizations can provide a perspective not readily available from within. Secondly, Round Tables can influence and obtain the required ongoing political commitment.

One of the objectives of the Manitoba Round Table is to review and advise upon implementation of sustainable development within the public sector. A three-phased approach has been approved by the Provincial Cabinet. The first phase is the development of an advisory document, which will be prepared by the Round Table. This document will include recommendations for government action based on the recently approved principles and guidelines of sustainable development, the recommendations of the Brundtland Commission, and the report of the National Task Force on Environment and Economy.

The second phase of the process will be the development of a provincial action plan, which will involve consultation with all government departments and agencies, municipal governments and interest groups.

The final phase is the provincial implementation plan detailing the necessary resources and responsibilities for Action Plan implementation.

To ensure this the provincial government has established the Sustainable Development Committee of Cabinet and the Sustainable Development Co-ordination Unit. The Round Table has organized itself into seven sub-committees, with one responsible for the implementation of sustainable development in the public sector.

This co-operative approach to consensus decision making by the Manitoba Government and the Manitoba Round Table has required the interrelationship and bridges between the two structures. This has been accomplished in two ways. Firstly, the Premier chairs the Round Table. Secondly, the ministers on the Sustainable Development Committee of Cabinet are also members of the Manitoba Round Table.

Mr. Tony Dorsey, referring to a research project of the Fraser River Basin, said we have to ask the question, "What is new about sustainable development?" His answer was that the principles of sustainable development have been around for a long time, however they have not been put into practice. He identified the following seven major challenges.

1. There is an increased number of systems to deal with.
2. The spacial boundaries of systems are expanding.
3. Time scales are lengthened.
4. There are increased demands on science; the research questions are increasingly complicated.
5. There is pervasive uncertainty that we must learn to live with; there are limits to knowledge.
6. Ethical concerns are heightened.
7. There is greater need for consensus and it is imperative we develop ways to deal with conflict.

Mr. Dorsey indicated the four areas to be examined in relation to the implementation of sustainable development in the public sector.

The first concerns our current way of managing. More specifically, are we now managing in a sustainable development way?" He said, we have policies and legislation that include the principles of sustainable development, but they are not in practice due to a lack of political will. Legislation is not enforced and agencies with a mandate to monitor and protect the environment have insufficient resources. We do not have to ask what we have to do to implement sustainable development. We already know.

A second area in question is the structure of our decision-making mechanisms. The linkages between the decision-making bodies--political-legislative, legal-judicial, bureaucratic-administrative, and economic-market--are crucial to the implementation of sustainable development. How the Round Tables fit into and assist the decision-making processes also have to be answered.

A third area concerns the generation of information. There is much information available, but we don't all believe it. We teach analytical tools in the education system, but do not teach how to agree on using these tools in the decision-making processes. Round Tables can play an important role in this respect as they require information.

Finally, most individuals lack communication, co-operation and conflict resolution skills that are required to interact productively with others. This is a fundamental problem that affects our inability to reach agreement on issues.

FIRST JOINT MEETING OF ROUND TABLES ON ENVIRONMENT AND ECONOMY

PREMIÈRE RENCONTRE DES TABLES RONDES SUR L'ENVIRONNEMENT ET L'ÉCONOMIE

WORKSHOP 1B: MARKET INCENTIVES & FISCAL POLICIES FOR IMPLEMENTING SUSTAINABLE DEVELOPMENT

Market incentives and the exploration of fiscal policy are an important component of sustainable development. It will require the joint efforts of the public and private sectors to develop a range of options to replace, supplement and augment our current approaches.

Resource Persons

The inclusion of this topic on the agenda suggests we've come a long way. Five years ago we wouldn't have had this discussion. It suggests there are more levers available to us than ever before. Let's use them.

Traditionally, the focus was on regulations, the "command and control" approach. It's been a comfortable strategy as it has elements of certainty.

Initially regulations were ways of licensing organizations to pollute, then they set minimum standards. Recently, the punitive aspects of regulations have been given greater importance. A recent OECD study on market incentives pointed to charges, penalties and performance bonds as possible tools, but these aren't incentives, they are disincentives, i.e. if you misbehave, we will take it out of your pocket.

Regulations are also based conceptually on a "trickle down" theory. Penalties on corporations are translated into higher prices which are passed on to customers.

The emphasis today should be more positive and more motivating. Healthy self-interested groups and individuals move more quickly than any other types of organisations. Examples of approaches which would be considered include the following.

1. Accelerated depreciation tax, write-offs for environmentally sensitive equipment approved by the Environment Ministry.

2. Research and development write-offs to encourage more work or environmental technology.

3. "Green" bonds, a sector of Canadian Savings Bonds for the Environment.

4. Coalition for Environmentally Responsible Investment, a group of financiers responsible for investing large pension funds who have made a commitment to invest only in companies which are environmentally sensitive. This sends a strong message to CEO's looking for capital.

In Manitoba we have learned a number of lessons to date:

1. We are running behind public opinion.
2. Science isn't well developed in this area so we must make certain today's solution does not create tommorrow's problems.
3. Constant re-evaluation is required to insure unintended messages are not communicated as a result of a single action.

Discussion

Excise taxes on cigarettes and liquor are intended to discourage consumption and may create government dependency on these taxes as a source of revenue.

Agricultural subsidies have had a strong influence on farming practices and a negative impact on the environment.

The reductions of these subsidies toward energy conservation, tree planting on marginal land and in combination with a carbon based tax was proposed. This approach would also have the impact of making the Third World agricultural industry more competitive.

In discussing changes to these subsidies, it must be remembered that they are part of a broader North American and European cheap food policy.

In Manitoba, a beginning has been made toward changing farming practices through the development of a Provincial Soil and Water Strategy. The public wants to have input into decision-making and the development of a strategy. The farmers recognized that there were problems with current farming practices and were anxious to suggest alternatives. We have introduced small demonstration projects and have obtained the co-operation of wildlife groups to work on joint projects.

We need to examine the impact of our present system of subsidies and incentives in order to assess their impact in terms of sustainable development not in order to "identify villains." An important role for Provincial and the National Round Tables may be in resolving interjurisdictional issues surrounding subsidies for Canada's Agricultural and National Resource industries.

While there is general agreement about the need for incentives, the introduction of tradable emission permits may raise objections from the environmental movement which may see the permits as a licence to pollute.

How can environmental concerns be incorporated into lending policies?

The World Bank has begun to reflect environmental issues in its loans to Third World countries.

Provincial and federal governments could give priority or a preferential interest rate on loans to businesses incorporating environmental issues into their proposals and business plans.

Here are examples of innovative approaches.

The prospectus prepared for a coal-burning generating station raised its value from $300 million to $3.2 million ($10 million to install clean coal burning equipment and $10 million to protect a Guatemalan environmentally sensitive area). The financial community reacted positively to this prospectus.

A New England utility has chosen to subsidize upgrading of insulation in all new and existing homes.

An Utility was sued over its plan to down the two remaining wild streams in the State. As part of the out-of-court settlement, the utility instituted a program to encourage businesses to build energy-efficient facilities. When planning to construct a new building the company identifies the total annual cost of utilities for its new building. The utility then convenes a meeting of architects, contractors and engineers involved in building design to identify improvements to reduce energy costs. If the company chooses not to implement some or all of the energy-saving suggestions, then the utility intervenes and subsidizes their installation. The utility charges the company monthly fees based on its original utility costs to cover its costs. This approach also encourages the building trades to work together in designing more energy-efficient building.

WORKSHOP 1F: DEMONSTRATION PROJECTS FOR SUSTAINABLE DEVELOPMENT - CRITERIA

The approach being taken to identify and develop demonstration projects in Manitoba, Quebec, Saskatchewan and British Columbia was examined. The Manitoba approach was described as consisting of two phases: an awards program and the implementation of new programs illustrating sustainable development. Manitoba is also provide workshops for educational purposes and to involve people at the grassroots level.

The awards program meeting requires the following criteria developed by the Manitoba Round Table. The project

1. exemplifies the fundamental principles and guidelines of sustainable development,
2. demonstrates the value of sound sustainable environment development,
3. demonstrates the value of sustainable economic development, the project being commercially or potentially viable,
4. demonstrates the social value of sustainable development,
5. demonstrates the educational value of sustainable development, and
6. shows measurable improvement (innovation) over existing traditional practices.

It was noted that projects should be dramatic with none of the criteria being violated. 'In Quebec, the Round Table developed criteria for the evaluation of a number of projects at a forum on sustainable development in the fall of 1989 in Montreal. Over 200 projects were evaluated and about 50 were publicly recognized at the forum.

The projects were classified into the following categories: Resources, Energy, Clean Technology, Project Financing, Change of attitudes and World Interdependence.

The projects were further classified according to the type of action proposed.

1. Prevention.
2. Conservation.
3. Recycling.
4. Restoration.
5. Education.

The following criteria were imperative for a project to be eligible; the approach must be new, it must have an application, financing must be in place.

In addition, a number of criteria were desirable for a project to qualify.

1. It should be an experience that can be generalized.
2. Have positive potential social impacts.
3. Promote equity in population.
4. Have results that are measurable.
5. Create jobs.

Manitoba is selecting existing projects and giving them awards. Individuals in Saskatchewan have required recognition from the Round Table for their efforts related to sustainable development.

There was some agreement that a wide variety of demonstration projects should be chosen. Also, care must be taken to carefully evaluate projects so that they are indeed good examples of sustainable development. A bad choice could affect the credibility of the program.

Manitoba is considering a proposal to integrate a wildlife organization office complex and interpretive centre into a wetland area. If properly planned this could be considered a demonstration project for sustainable development. It was noted that there was a similar project in Saskatchewan.

In Manitoba, a panel will be appointed to evaluate projects. These will be published in a newsletter. The intention in British Columbia is to publish the projects as well. In Quebec, the projects were publicized in a document presented to a public forum in the fall of 1989. Quebec also has a journal published by the Round Table. In Manitoba even a government department could qualify for a demonstration project.

In conclusion: criteria should be carefully developed for evaluating projects, but not necessarily funded through Round Tables. The projects should be practical and properly financed. They should represent a new approach.

FIRST JOINT MEETING OF ROUND TABLES ON ENVIRONMENT AND ECONOMY

PREMIÈRE RECONTRE DES TABLES RONDES SUR L'ENVIRONNEMENT ET L'ÉCONOMIE

WORKSHOP 2A: PRINCIPLES OF SUSTAINABLE DEVELOPMENT

This workshop explored the principles of sustainable development with a wide-ranging discussion. The participants considered the need for a broad definition of sustainable development, basic value systems, the application of the principles, and the enormous challenge which lies ahead. There was an interesting mix between the theoretical and the practical. One participant challenged another to shrink "the big picture" down to some actual applications; the other responded that we need to understand the "big picture" in order to frame our actions. A third participant suggested that there needs to be an equilibrium of short- and long-term actions, and compared us to the pilot who needs a good horizon as a guide to see where we are going.

The term "sustainable development" must not be too narrowly defined. One participant noted that, to date, much of the discussion about sustainable development has been an attempt to integrate economic and environmental decision-making processes. But there is a need to address much more basic questions. The basic, intrinsic value of the natural world must be established. We must also understand and appreciate social and cultural systems and their natural evolutionary processes.

Another speaker re-enforced this discussion by emphasizing the need to address fundamental value questions. We must be explicit about our moral and ethical values, in order to properly explain our definition of sustainable development. As it is now, the principles of sustainable development have developed a process, but we need to address the more fundamental value issues to ensure that the process reaches its intended goal.

Several participants explored the difficult, yet immediate, issue of comparing economic values against environmental ones, and the problem this poses for decision makers in applying principles of sustainable development. It was noted several times that there is a lack of a common denominator between economic and environmental considerations. This became a discussion of the practical application of the principles of sustainable development.

It is relatively easy for a logger to put an economic value on a beautiful valley of lumber. But how is that weighed against its aesthetic beauty?

Another participant expressed that same scenario in a slightly different way: we can put a value on a dead tree (as lumber), but we won't do the same for living things.

One participant noted the amount of money we spend when things become rare, such as millions of dollars to re-establish rare bird species and to protect their remaining habitat. Yet, for something so vital to human life as clean water, we charge only fractions of pennies for large amounts. That prompted the comment, that we hope we don't wait until there is only one river left before we try to save it.

The environment is becoming a growth industry, with environmental lawyers, accountants, and even psychologists. Among this new breed of environmental professionals is the environmental auditor who, for example, factors items such as health costs caused by pollution in arriving at economic equations.

Another participant spoke about the need to deal with long-term issues in order to adhere to the principles of sustainable development. Again using logging as a reference, immediate jobs become the focus of the debate if short-term considerations are emphasized. But if long-term consequences are considered, we would be discussing the type and location of future jobs; that would then allow a greater emphasis on long-term, sustainable solutions. It is also important that the principles of sustainable development be applied early in the process, before significant commitments have been made.

People want to maintain current standards of living which, it was suggested, is a major reason many people are interested in the environment and sustainable development. At some point it will become necessary to re-examine the realities of economic growth, which afford us our current life style, to see if they can be maintained.

Another participant emphasized the need to simplify the process. Everybody should be invited to be involved in thoughtful discussion. But without a reasonable approach, everything could become bogged down by regulators, courts, etc., ultimately to no one's satisfaction. As part of a broader debate, sustainable development raises questions of how governments make decisions for us. One participant suggested that debate could lead to an examination of the democratic system itself.

The matter of international co-operation was raised, as part of the discussion of the principles. It was noted how decisions made in one jurisdiction can affect others, and even provincial governments have a role to play with issues such as air emissions.

We were reminded of the Brundtland Commission's emphasis on equity. Because Third World countries (and, as we are learning, Soviet Block countries) are attempting to deal with severe economic situations, they are undertaking practices with dire environmental consequences.

A basic principle which must be appreciated is the finite reality of the planet Earth. The physical scale of human activity must be constrained at a level within the capability of the planet's ecosystem. Because economic and environmental value systems do not share the same common denominators, it may be difficult or impossible to compare their relative benefits. Ultimately, it will be future generations who judge how well we have adhered to the principles of sustainable development.

And, as one participant noted in complimenting one province's principles, while more time and refinement lie ahead, it is not just what we write, but how we act and what we achieve which will determine our destiny.

WORKSHOP 2B: DEVELOPING STRATEGIES - PROCESS (PART TWO)

Process itself is important. The most important thing is to have a process for developing sustainable development strategy. It is important to get started and to have a process so it can continue to evolve. The strategy should be seen as a first step and it must be updated. Program should be scored.

Political commitment is the key; the process will not work without it.

In Prince Edward Island during the last election, each major political party was asked whether it would consider developing and implementing a provincial conservation strategy if elected. All three agreed.

Alberta has had a long public consultation process, and there does not seem to be a political will to actually do something.

Yukon has had extensive public consultation that lasted about two years, reasonable length of time.

The New Brunswick Round Table consists of 15 members, including five cabinet ministers. During the first meeting, there was little agreement among Round Table ministers.

The Sustainable Development Subcommittee, of which Louis Lapierre is the chairperson, consists of two industrialists and two environmentalists.

In developing a strategy for sustainable development, two important criteria were established. First, public participation was deemed to be the key. Secondly, the report had to be practical.

Public participation consisted of 12 meetings held across the province. Over 220 written briefs were submitted and many oral presentations were made. This public consultation process provided many important discussions, and the process served to educate both the public who participated and the members of the Round Table.

After the public consultation process 13 sectoral groups were established. Each sectoral group consisted of about 15 members all identified as key individuals during the public consultation process. A steering committee consisting of the chair and each group provides direction to these groups.

Once the sectoral groups were established, senior civil servants were invited to a briefing on the organizational structure, and each government department was asked to adopt one sectoral group and to serve as a resource to that group. This provided the groups with the staff resources they required, and also ensured the participation of bureaucrats.

The New Brunswick Round Table is preparing a draft strategy for April-May of 1991, and a final strategy for January 1991.

Workshop participants congratulated New Brunswick for its ambitious undertaking, particularly in relation to the extensive public participation. It was generally acknowledged that this was one of the most important components of the process.

The Saskatchewan Round Table did not hold public consultations. One of the potential implications of this is the possible public perception that the document was imposed on them. It was also noted that the government would be more likely to accept and adopt a report that was supported by the public.

The issue of how to get bureaucrats to "buy in" to the process was discussed. It was noted that public consultation was one tool to decrease resistance to change on the part of bureaucrats. Mr. Lapierre also noted that in New Brunswick the process of asking government departments to adopt a sectoral group served to get bureaucrats involved in the development of a sustainable development strategy which in turn would lessen their resistance to change.

In Ontario the Round Table reports directly to the Premier. The process being followed is one of outlining an agenda in the form of the challenge paper, which will serve as a discussion tool with the public. Since the public is being consulted extensively, so it was considered important to first identify the issues for discussion.

FIRST JOINT MEETING OF ROUND TABLES ON ENVIRONMENT AND ECONOMY

PREMIÈRE RENCONTRE DES TABLES RONDES SUR L'ENVIRONNEMENT ET L'ÉCONOMIE

WORKSHOP 2C: EDUCATION AND RESEARCH FOR SUSTAINABLE DEVELOPMENT

David Johnston informed participants about the activities of the Education and Communication subcommittee of the National Round Table. The six projects below were described and a summary of these was distributed.

1. Canada Wide Science Fairs
2. "Participaction"-like approach to sustainable development
3. sustainable development in school curricula. This lends itself to co-operative efforts. The Round Table sees its role as advisory to the Council of Ministers of Education as education is the responsibility of the provincial Ministries of Education.
4. SEEDS model for sustainable development education. SEEDS has developed educational materials.
5. Municipal information kits. These have been developed to stimulate Round Tables at the municipal and local levels.
6. Sustainable development principles. These are being used for educational and awareness purposes.

Mr. Johnston also noted a proposal for an Environmental and Public Policy Magazine which would have as its objective "to bridge the gap between scientific research and public policy in the field of the environment." The Royal Society would be responsible for operating a non-profit organization to manage the project. Distribution would be to decision-makers throughout the Commonwealth.

It is important not to ignore the issue of research. The federal "green plan" emphasizes the areas of science, technology and research. Higher education can respond by developing the people capable of working in these areas. It can also develop the research knowledge. There is currently a talent shortage.

The key is development of cross-specialization, the ability to work with people in other areas. We will need more of these "intellectual bridge builders." Research granting councils, universities, etc. must respond in a co-ordinated way.

Patrick Moore reported on British Columbia's intention to establish a research institute on sustainable development. This had been one of the recommendations of the Strangway Report. The B.C. Round Table will be proposing its structure, etc. The criteria are that it must

1. be independent and credible; it must provide a source of information believed by the public,
2. be broadly based, have representation from various sectors,
3. be flexible,
4. have a focus on cost-recovery, and
5. clearly establish the long-term funding that would be necessary to maintain its operations (for example, through a trust).

The research institute is still in the discussion stage but some of the issues Discussed were the following.

1. Should the institute should be separate from the Round Table or should it answer to the Round Table?
2. What should the make-up of the board of directors be? Should researchers be in the majority or is there a concern about having too many "academics"? What about representatives from industry, government and non-governmental organizations?
3. What type of research should qualify? Should it focus on public policy or technological development?
4. What level of public consultation is required before a recommendation on the institute's mandate and structure can be made by the Round Table? The Round Table has decided that consultations will be held and, perhaps more importantly, a full airing of the topic will occur at the Round Table.
5. What mechanisms should be in place for evaluating the institution?

A difference between traditional environmental education and education which embraces the concept of sustainable development was noted. Sustainable development means the marrying of environmental and economic issues. It is important that linkages be developed with the Round Table process.

Educational change will involve curriculum revision and the in servicing of teachers including a follow-up. There is a need for contact with Faculties of Education concerning teacher education programs. We need to be concerned with "teaching the teachers."

A question was raised concerning the public consultations surrounding the research institute. Public input is being solicited through a survey. Interest was expressed about the existence of any models of such an institution. Some university-based ones do, but the intent of this institution is to have the universities co-operate (somewhat like the "centres of excellence" approach).

It was noted that since research is so inter-disciplinary we must bring people together who can deal in this inter-disciplinary way. The activities of the Council of Ministers of Education and the Council of Environment Ministers can, perhaps, be seen as the genesis of further action in the area of education. The participation of Ministers of Education on the Round Table was seen as a positive idea.

The lack of youth participation was a concern. The educational system must be central to achieving sustainable development, but it was noted that schools have not traditionally been successful in communicating fundamental science concepts to students. Education is important in the long-term, but there is a need for mass public education as well.

The role of the Round Tables in education was discussed. Teachers need resources to provide to children, and it was suggested that Round Tables could assist in identifying these, compiling lists and making the resources available. The Education subcommittee should be expanded and the Round Table should spearhead efforts to reach children.

A lack of information was a concern. At universities, for example, there is little information that relates to agriculture. Perhaps the Round Tables could gather information, perhaps even develop curricula.

Help children avoid the ideological split, black-and-white thinking. In particular, protecting the environment shouldn't be seen as an unquestionable good pursued with religious fervour. And children must come to know that our knowledge is uncertain and incomplete.

WORKSHOP 2D: PRIVATE SECTOR IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT

There was a general discussion of implementing sustainable development in the private sector as well as a more detailed description of the approach in two companies.

Inco Ltd. has a corporate environment policy prominently posted throughout its facilities. It's statement of general principle balances economic growth with the good stewardship of resources. A series of policy statements dealing with such things as environmental audits and compliance with regulations will follow.

Inco's environmental audit program covers a wide variety of activities including air and water pollution. Physical surveys of facilities are undertaken, sample records are examined, etc. Under Inco's capital appropriation program, each request must be accompanied by a thorough environmental review. These reviews follow an exhaustive checklist.

Shell Canada has greatly increased the attention to sustainable development over the last year. The company's 30 most senior executives met for two days to produce a policy statement on sustainable development. This statement commits the company to integrate economic and environmental decision making to promote sustainable development. The company has committed itself to a consultative process with the public. Next, targets will be established and each part of the organization will prepare a sustainable development plan.

The Canadian Petroleum Association has developed a formal code of practice, environmental guidelines, environmental audit guidelines and public participation guidelines.

The Canadian Petroleum Products Institute has turned its attention to co-operative emergency response plans for spills. The Canadian Chemical Producers Association has developed a Responsible Care Program, a guideline for how products should be handled. The Mining Association of Canada has prepared an Environmental Policy Statement, as has the Canadian Pulp and Paper Association.

The Manitoba Round Table is planning to introduce Environmental Codes of Ethics with which to target the industry association. Round Table members will try to convince the association to adopt sustainable development principles. It is expected the associations would then convince their members to follow suit.

It was noted that if industry adopted environmentally friendly procurement policies, it could be a powerful lever towards sustainable development.

Several participants noted that it would be more difficult to influence small businesses to adopt sustainable development principles. However, the examples set by larger firms, the activities of Round Tables and tax incentives could help in this regard. It was felt that industry associations were, in general, fairly enlightened and would help disseminate the principles to their members.

It was suggested that the Government could sponsor a "blue barrel" program to assist smaller operators to recycle oil.

Industries that run high-temperature furnaces could help dispose of some chemicals, but they run the risk of being liable if there are any environmental consequences and, therefore, would hesitate to do it.

It was noted that the Manitoba government announced a public sector sustainable development strategy and that this was in part due to the fact that several cabinet ministers were on the Round Table.

The municipal level of government could also establish a Round Table process as has been done in Peterborough. In this regard Manitoba is contemplating a program to assist municipalities.

The facilitator summarized the session by noting that the question had been posed: What are the best approaches to promoting sustainable development within the private sector? It was concluded that a primary means was by communication of good examples. It was also noted that much of the acceptance of sustainable development principles and approaches hinges upon the ability of industry to measure the quality of development-the extent to which principles are reflected in practice. The National Round Table is addressing the issue and their work will be of continuing interest to all Round Tables.

Manitoba recommended its approach of targeting Code of Practice information at industry associations leaving further promotion to the ripple effect that will be engendered amongst their membership. It was pointed out that small business has, in many cases, few resources available to implement sustainable practices. ("When you're up to your neck in alligators, its hard to remember you came to drain the swamp.") It was concluded that government had a role to play in assisting them.

The last point had prompted the general question: What can government do to help? It was concluded that there is a legitimate role for legislation and that government needs clear signals from industry regarding the help, both statutory and otherwise, that it needs. A last major conclusion is that a large part of the approach to private industry must be undertaken by sustainable development organizations established at the municipal level.

WORKSHOP 2E: MARKET INCENTIVES & FISCAL POLICIES FOR IMPLEMENTING SUSTAINABLE DEVELOPMENT

This is a repeat of session 1E where the resource paper was previously reported on. Therefore only the discussion is reflected.

This topic interacts and interrelates with many others.

There is interest in identifying those incentive paths that might not be fruitful to best insure that time required would be devoted to those that suggest the greatest success. Incentives have been used in many areas and in many situations with only a checker-board of success.

A comprehensive list of incentives and incentive initiatives would be very useful to assist in dealing with environmental incentives. The consensus, however, was that such a list of incentives would be very small.

An example of a possible incentive was taken from the previous workshop and dealt with tradable emission permits based upon regulated standards. There was some difference of opinion on the validity of this approach. Carrying capacity would have to be factored into the standard and this was interpreted as a licence to pollute. A ceiling or cap would have to be identified. There was some discussion on the U.S. Clean Air Act as a possible example of how this might be implemented. On the down side, however, there has already been some indication from industrialists that they "would not" sell the tradeable portion but rather would retain them as a way of discouraging competition. Discussion on this suggest that more (rather than less) "environmental policemen" would be required.

In developing countries such incentives would not deal with the problem. For example, the pollution caused by using wood for heating fuel could not easily be reduced and alternative solutions are not readily available.

Market incentives are an aspect of the normal pricing system and, therefore, full social costs should be reflective. When applied , these are viewed as punitive and the ideal is to provide positive rather than negative incentives.

There was disagreement on the notion that business generally seeks market incentives and that environmentalists seek punitive regulations and that all would seek the most reasonable solutions.

Focused taxation does not seem reasonable because of the lack of an adequate information base and the political will. Some current incentives and taxes create unintended environmental damage, e.g. agricultural incentives, although there is some basis for the position that some agricultural practices might be beneficial.

If we are to be successful we must focus on both the supply and demand side of economics rather than dealing with only one or the other.

Some environmental procurement polices being established in some jurisdictions are demonstrating market incentives for both supply and demand. As well, environmental agreements and accord between jurisdictions are demonstrating leadership in this area and are likely to give rise to new technologies.

APRIL 28TH, OPENING PLENARY SESSION

John Wright, Vice President, The Angus Reid Group

The issue of environment has cascaded on Canadian society, with a remarkable growth in public concern and an acé of marketing organizations, policy makers and journalists to keep up. The issues are both scientific and inextricably linked to public opinion - touching Canadians at every part of their everyday lives.

Over the last ten years, environment has risen from a fringe issue (5% of the public concerned) to become the top issue recently (40% concerned). Mr. Wright indicated that from a 1989 survey (Canadians and the Environment - The Perspectives of Canadian Adults and School Children), and recent follow-up studies, consistent patterns emerge: the environment issue has established deep roots and there is a communications gap between those who care and those who hold positions of power in either corporations or government. So bridging the communications gap may be the first necessary step.

The presentation covered a few myths about the environment and public opinion, some segments of public opinion, and the apparent communications gaps.

Myth 1: There is an understanding of sustainable development. Reality: Only 0.66% of the public even know that it is linked to the environment.

Myth 2: The environment as an issue will go away when times are economically tough. Reality: Consumers believe times are getting tougher, but the issue still persists, ahead of Meech Lake and the economy.

Myth 3: Canadians will put there money where their mouth is. Reality: Do as I say and not as I do.

Myth 4: This is a media thing and they will soon go on to another issue. Reality: The issue is becoming institutionalized e.g. the environment beat of newspapers and the present environment of corporations.

Attitudinal segmentation of Canadians is really revelant to decision-making leaders: to know who is driving this issue and to chart appropriate courses to meet the challenge of their expectations. There are seven sub-groupings:

1. The Environmentally Hostile (11%). View: there is no problem
2. The fatalists (13%). View: problems cannot be solved
3. The Apathetic (14%). View: poverty does not allow the luxury of considering the environment
4. The Anxious (15%). View: concerned but powerless, but supportive of tough measures.
5. The Environmental Enthusiasts (9%). View: leadership through example .
6. The Privileged Optimist; (20%). View: we can change the world, but disagree on how much is needed
7. The Environmental Activists (18%). View: wedded but pessimistic, and distrustful of both business and government.

But, what do these various clusters mean? There is an analogy with the ocean, where there are ripples, waves and tides. The ripples are the day-in and day-out occurrences, such as the protest. While relevant, they are isolated and immediate in nature. The waves are stronger and consistent: such as recycling. It has achieved a perpetual motion and is here to stay. But the most significant force is the tidal wave. In terms of the environment, the undercurrents are strong, gaining momentum and the sea change is on the horizon. The attitudinal segmentation suggests that Canadians are on the move to enhance a deeper environmentally participative society.

So, what do we do about it?

We must clearly and articulately understand these segments: their interrelationships, motivators and trigger points, and then construct initiatives and activities that will encourage input, strategies and proactive opportunities.

Secondly, the key decision-makers have a tremendous challenge ahead because their credibility is at the bottom of the list. Time and tolerance levels are limited. Some sectors are viewed as careful and others as careless. Leaders must stand up and tell people that they care and are doing something about it. There is a risk that the term sustainable development may be defined and usurped by others. Marketers must be careful, targeted and true. Legislators should understand that the law is regarded by many as an inexpensive tool to get a serious problem done. In its early stages the tidal wave is imperceptible. So gather your information, watch the weather and begin construction sooner rather than later.

What is the driving thrust toward better packaging law and mandatory recycling. Consumers are questioning the size of and need for packaging. People define recycling from their own perspectives, e.g. in Ontario it is the blue box program.

A delegate questioned the anomalies between individuals and other ways that populations may be segmented. There are no neat patterns and there are crossovers.

A question on the adequacy of the legislation confirmed that many support compulsory measures, but one must look at the regional picture and subsets to obtain an overview.
A question on seniors showed that they are both anxious and apathetic by nature. They are looking for credible information, they have lots of leisure time.

Mr. Wright observed that individual credibility appears to depend on profile and profession, but also to some the degree of exposure. For example, with the highest credibility are David Suzuki, environmental groups and David Nichols of Loblaws/Supervalu. Given the low credibility of government, perhaps they should establish/use an independent body as watchdog or regulator.

Round Tables should ask, who are your clients and, knowing that, what will you do for them. A lot of people are able to contribute input, not just policy makers. Information can be exchanged and solutions arrived at.

WORKSHOP 3A: PUBLIC PARTICIPATION & CONSULTATION

Dr. Louis Lapierre provided an overview of the consultation process used by New Brunswick for developing a sustainable development strategy. The Round Table subcommittee named to develop this strategy used two processes:; public meetings and the establishment of sectoral groups. The information from the public hearings was related to the sectoral groups which brought in the major stakeholders. Consultations were to initiate early involvement of the public and gain their commitment.

A brochure containing brief papers on each sectoral group was prepared. Care was taken with the presentation, cover, logo, etc. An image was established, and a slogan to reflect this. The Round Table invited the public through newspaper and radio announcements. Results of the meetings were published. All the transcript information is available for future reference.

There are plans to produce an "update" newsletter with short topics to be sent to all households. An innovative approach for this would be to send them with electricity bills, for example.

Other communication strategies include publishing sectoral reports and the draft sustainable development strategy, having Round Table members speak to interested groups, providing information on demonstration projects, preparing an environmental checklist, and presenting awards.

Jack Dubois reviewed Manitoba's actions relating to public consultation. The Manitoba Round Table initially developed a set of principles and guidelines one of which refers specifically to the nature of public participation. The process involves developing draft substrategy documents and holding public information meetings. Feedback would be published and when taken into account in the refinement of the substrategy, should come back to the Round Table to be finalized.

Existing inadequacies are the often poor (short notice of meetings), the rushed process, and not allowing for a great deal of meaningful dialogue. As well, the public should have further opportunities for input after the product is available.

Mr. Dubois recommended a document produced by the canadian Environmental Network entitled "Public Participation: The Rationale and the Model."

Noted was a range of processes to develop sustainable development strategies, from a short-term and mainly internal approach to a long-term extensive public/community involvement.

Discussion

There was interest in how information went out and the formats used. In addition to announcements on radio, in newspapers, a toll-free number was available. It was important that meetings have open structures where briefs could be presented, but also as forums for debate. Published documents or newspapers ads can provide a type of "clip-out" request for information and encourage further contact.

The need to identify the limited resources available was mentioned. Government and Round Table support were two important sources. The public are tired of the usual approach to public consultation, they want real involvement. The process must become more efficient so the public is not overwhelmed.

It was noted that society is changing and different kinds of people are now interested. The participation of high profile people assists this. Innovation is what is needed to accomplish this.

Finally, it was noted that more productive and cost-effective processes for public consultation need to be found and that Round Tables should prepare the strategies for this.

FIRST JOINT MEETING OF ROUND TABLES ON ENVIRONMENT AND ECONOMY

PREMIÈRE RENCONTRE DES TABLES RONDES SUR L'ENVIRONNEMENT ET L'ÉCONOMIE

WORKSHOP 3B: THE DEVELOPMENT OF NATIONAL STRATEGIES - IS THERE A ROLE FOR THE ROUND TABLES?

Lindsay Staples challenged the National Round Table to provide leadership across Canada. He observed that the approaches taken by Round Tables are different across the country in terms of how the work is done. But these groups have their hands full with limited financial and human resources. Without a national strategy it may be difficult to develop a common agenda. Provinces and Territories direct their efforts down toward local issues and it's often difficult to focus on national ones.

Discussion

1. The relationship of the National Round Table to the federal government, in particular, Environment Canada.

The National Round Table can bring a different perspective to the issues that Environment Canada addresses from within the bureaucracy. Concern that the federal government often sacrifices results in favour of jurisdictional issues.

The National Round Table's contribution to public policy issues will be indirect. It may be most effective when it gives its "umbilical cord" to the federal government. It can be seen as an "outside" organization which can have a direct impact on federal policy and reflect what is going on the in larger community.

The federal government has made it clear it is not looking to the National Round Table for advice on its Green Plan.

2. The role of the National Round Table.

The most significant work may be done by Round Table committees on specific topics or sectors, e.g. waste management. These committees can work with Round Tables across the country to resolve interjurisdictional issues and co-ordinate programs.

The National Round Table can be an important vehicle for building a network. It may not be able to set an agenda for provincial or territorial round tables but it could bring people together. It could focus on broad issues affecting the entire country, e.g. carbon dioxide in the atmosphere. It may also address issues affecting developing nations.

Round Tables at each level may have different time-tables for their activities; local/municipal today, provincial this year, and national in the future.

The National Round Table may not be able to do more than address issues at the front end to recommend preventive action while provincial Round Tables address today's existing problems. It may be a vehicle for resolving common private sector issues which may affect public policy in the future.

3. Institutional change.

The problem is not with policy, the technology or with financial resources. The issue is how to change institutions and the way they make decisions to reflect the broader concerns of citizens. The way universities, crown corporations and departments of government operate has to change.

Sectoral visions are inconsistent with the real world. A unifying context within which to make decisions has been lacking. Perhaps sustainable development can provide this broad perspective and reduce the barriers presented by our current public sector institutions.

4. A national strategy.

The idea is not dead, but for it to happen there has to be a grass roots' demand for it and involvement in its development. If imposed from the top down, it won't work. The provincial and territorial governments must endorse the idea and request that work begin.

FIRST JOINT MEETING OF ROUND TABLES ON ENVIRONMENT AND ECONOMY

PREMIÈRE RENCONTRE DES TABLES RONDES SUR L'ENVIRONNEMENT ET L'ÉCONOMIE

WORKSHOP 3C: LEGISLATIVE CHANGE AND THE ROUND TABLES

Charles Ferguson set the stage by sharing some of his experiences as a secretariat member of the Environment and Economy Task Force. Recalling Camelot and the Knights of the Round Table provided the inspiration for the concept of "Round Tables" and insuring longevity to the task force report.

David Runnalls opened by suggesting the topic was difficult to approach. Firstly one needed to sort out the relationship between Round Tables and government before addressing the question fully, i.e., are they advisory only or do they have some direct responsibility? Establishment varies between jurisdictions and, therefore there's some confusion of the roles. Secondly, their independence from or dependence on government may well dictate what that role will be.

A number of the 40 recommendations in the task force report relate to specific legislative and government changes. For example, government decisions should be vetted through some sustainable development screening. Clearly, in some jurisdictions the Round Tables' responsibility would appear to end with the tabling of appropriate documents and recommendations with government. In others, a series of recommendations might well deal with areas where policy changes would give rise to companion changes in legislation, and in some, specific thrusts for changes in legislation will be provided.

There is also a need to examine whether an institutional approach to monitoring will be left with Round Tables, since it is felt that sustainable development actions will not continue and endure without some institutionalization or core group's responsibility to monitor. A sustainable development reporting system might be enshrined in legislation. Other options for monitoring might include an environmental or sustainable development auditor, an environmental ombudsman, or a parliamentary commission (New Zealand's approach). Since all jurisdictions are in the early stages of dealing with Round Table activities, some of these decisions are yet to be made and will require re-examination in the future.

Interjurisdictional matters and differences are an ongoing problem in many fields but will require attention in the arena of sustainable development as well, and a "level playing field" is required. Institutionalizing might facilitate networking to deal with common issues.

The advantages and disadvantages of Cabinet level participation was debated at some length. Whereas a major strength is that of facilitating rapid change in government, the implications of a change in government could pose problems, but it was recognized that this would all be influenced by the nature of Round Table responsibilities (advisory or direct action). The dangers of partisan politics and Round Tables as pawns in election campaigns was addressed.

As Round Tables take shape some membership thrusts are intended to speak for constituents, however most seem to address the need for varied stakeholder background and expertise. Since political "culture" varies in different jurisdictions, one must anticipate that Round Tables also will vary. As well, it would seem that individual members on the same Round Table view their respective roles differently. The "glue" or binding agent must exist for these to be successful in the long run with consensus building the thrust.

In summary, it would seem that Round Tables will have some role in legislative changes, that they would all deal primarily with necessary changes in policy which could give rise to legislative changes. Depending on the relationship between the Round Tables and their respective governments, the terms of reference under which they (Round Tables) are to operate, will play a more prominent role in legislation than will others. Of much more fundamental importance, however, is the need to pursue environmental-economic integration and the necessary changes in our process and institutions to bring this about under a multi-partitive/multi-stakeholder atmosphere and with a high degree of public input. The role of Round Tables in facilitating this activity must be expected to vary between jurisdictions.

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WORKSHOP 3D: REGIONAL AND COMMUNITY ROUND TABLES

The City of Peterborough established a Sustainable Development Committee in 1988. There is a growing awareness in the city of the link between development and environment. The committee therefore includes representatives from industry, business, government, religion, academia, etc.

The Peterborough Committee is broken down into subcommittees: business and industry, projects, policy and planning, and education. The committee began its work by circulating the International Chamber of Commerce's Environmental Guidelines for World Industry to business and industry. A series of awards has been instituted. The principles of sustainable development are being incorporated into the city's plan.

In British Columbia the polarization between environment and industry has not abated. Opinion can be very divided at the local level or witnessed at local meetings about controversial development issues, e.g. logging, smelting, etc. A regular local forum to air these issues might be useful. However, it would not be wise to structure such local committees on subsets of the Provincial Round Table. Furthermore, it was suggested that such a local committee should not replace the need for local meetings or hearings on specific issues. There was also a suggestion that local committees, such as the January Group in Brandon, Manitoba, should emerge spontaneously. We should be careful about artificially stimulating such groups.

The National Round Table is preparing a kit for presentation at the Federation of Canadian Municipalities in Quebec City. This kit will assist municipalities in understanding the concept of sustainable development.

In Ontario there is no structure linking local Round Tables to the Provincial Round Table. It was suggested that such links might not be all that important.

A laboratory of sustainable development has been established in the Lac St. Jean region of Quebec. The region represents logging, farming, smelting and mining in an isolated area containing a major lake and the Saguenay River. There is now an attempt to integrate these issues.

The Peterborough Sustainable Development Committee has not asked the Provincial Round Table for funding directly. However, a proposal from Trent University to undertake a sustainable development strategy for the City and area is before the Provincial Round Table for review. It was suggested that funding should be considered on a project-by-project basis.

Decisions in the future are going to be more and more difficult. Development can not be stopped. Decisions must reflect both environmental and industrial requirements. Otherwise, lawlessness could prevail.

There was consensus on the following issues.

1. Some mechanism is required to achieve sustainable development at the local level. However, there were divergent views as to whether that mechanism should be called a Round Table.

2. The local sustainable development or Round Table should not replace other means for accessing public input to issues.

3. The appropriate terms of reference for a local sustainable development committee should be left up to the committee itself.

4. The local committees or Round Tables should be related, in network fashion, to each other and to Provincial Round Tables. However, no formal linking structure should be established.

5. The costs of sustainable development should be shared by all involved interest groups. In the case of government, the appropriate distribution of costs among the various levels of government will vary with the type of project.

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WORKSHOP 3E: SHARED INITIATIVES

There is a feeling that there is a major need to co-ordinate all the initiatives. It is important to design for interaction.

The human dimension is often overlooked. This is a common linkage. It is largely a question of equity. Equity and sustainable development start in our own backyard. To some degree we will have to overcome the hurdle of resources. Limited resources, or lack of allocation of resources for the Round Table, result in uneven representation on initiatives. This could refer to aboriginal representation, sectoral representation, etc. The list is open-ended.

Meetings such as this are crucial. The more the better. They can act as a sounding board, for the exchange of ideas and for networking. There is serious concern that the media will be expecting some hard recommendation from this. That is not our purpose, and we should be careful to indicate that this is a first meeting and that it is mainly a learning, "getting-to-know-you" gathering where we determine where we are and gain a better understanding of some of the issues.

Round Tables should never act in a refereeing or dispute mechanism role. There is a danger that Round Tables will lose their purpose as a marriage of environment and economy. We must not become an environmental lobby group.

The possibility of shared initiatives for state-of-the-environment reporting should also be considered. This concept works on much the same principle as sustainable development. The possibility of involving business and industry in the reporting process would increase the accuracy and effectiveness of the reporting process. As well, an independent body should be considered for the actual data gathering. The private sector would be much more amiable to providing information to private firms with the various guarantees in their charters.

At the same time as ensuring equity throughout the Round Table system, we have to ensure that everyone has a substantial input. How is this to ensue? If we do not have a hard-and-fast membership policy, there is the danger of perpetuating the problem that is at the core of the issues we are faced with, that is, extending the bureaucracy and setting the stage for inaction.

The practicality of sharing initiatives must be considered. There is a tremendous amount of effort that goes into a conference such as this. The subject of limited resources and co-ordination on a national level must be considered.

Subcommittees on a sectoral or regional basis may provide a more efficient mechanism of sharing ideas and information. Each committee or meeting could address a specific area or concern, or target a specific sector or organization.

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PREMIÈRE RENCONTRE DES TABLES RONDES SUR L'ENVIRONNEMENT ET L'ÉCONOMIE

WORKSHOP 3P: PREPARING FOR 1991 (QUEBEC) MEETING

The objective of this workshop was to explore how the Round Tables could contribute to the 1991 conference in Quebec. However, since there were no participants at this workshop, its organizers participated in other discussions.

Mr. Jacques Dufour, chair of the 1991 conference, indicated that he would like feedback from Round Table members on the following issues.

1. Is the 1991 conference intended to change things in Canada? After so many speeches, seminars, and the development of strategies, is it time to focus on implementation?

2. Should the 1991 conference be a "different" conference, something other than more speeches?

3. Are concrete results what decision-makers and the public want?

4. Should the 1991 conference focus on the future, perhaps on a 5-year timetable?

5. Should the 1991 conference make a major contribution in the preparation of the Canadian position for the 1992 United Nations World Conference on Environment and Development?

Members of the organizing committee of the 1991 conference.

Federal Government:	Paul Rump.
Northwest Territories:	Heather Myers.
Yukon:	Stephan Fuller.
British Columbia:	Jamie Alley.
Alberta:	Jim Taylor.
Saskatchewan:	Sheldon McLeod.
Manitoba:	Frank Cosway.
Ontario:	Ken Richards.
New Brunswick:	Charlene Gaudet-Sleep.
Nova Scotia:	Peter Underwood.
Prince Edward Island:	Ron MacNeil.
Newfoundland:	David Jeans.
National Round Table:	Francois Rioux.
Quebec:	Jacques Dufour, Chair.

Mr. Harvey Mead stated that the goals of the 1991 conference should be

1. as action-oriented as possible, and

2. the conference should be structured to lay the groundwork for the preparation of the Canadian position in the 1992 World Conference on Environment and Development.

The following documents were distributed and are available on request.

1. Canadian Council of Resource and Environment Ministers, Quebec proposal for a Canadian Conference on Sustainable Development in 1990.

2. Conference Profile, discussed by C.C.M.E. on June 7th, 1989.

3. Organizing Committee of the 1991 Canadian Conference on Sustainable Development - Extracts of the summary of the March 16th, 1990 conference call (Draft April 9th, 1990).

4. Discussion Ideas, used by the Conference Organizing Committee at a meeting on April 17th, 1990.

5. The United Nations 1992 Conference on Environment and Development, issues contemplated to be addressed.

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APRIL 28TH CLOSING PLENARY SESSION

Dr. Mead's address to the final closing plenary concentrated on the upcoming Canadian Conference in Quebec in 1991, as he provided historical background, progress to date, and the goals and aspirations of the conference.

Dr. Mead noted that the National Task Force on Environment and Economy, whose report in 1987 resulted in the creation of the Round Tables, also recommended that Quebec host an important Canadian conference on sustainable development. In accepting Manitoba's invitation to the 1990 conference of the Round Tables, the premiers expected one of its roles would be to help prepare for 1991. Last October, the Quebec Minister of Environment invited each government to appoint a member to the organizing committee. The committee has been in existence for two months and has held two meetings.

While the committee is considering both its mandate and the many various aspects of the conference, it is possible to consider (with reservations) that the conference will be a major key event to stimulate clear and precise discussion of many fundamental issues related to sustainable development.

It will also be used as a lead-up for Canada to the 1992 World Conference in Brazil. Canada is seen as world leader in its commitment to and planning of sustainable development, especially because of the work of the National Task Force. If Canada is going to play a major role on the international stage, she must arrive at Sao Paulo able to prove that she is cleaning up her own backyard. The Quebec conference, allows some time between the two conferences for adjustments to take place.

At the same time, the public is demanding action, and not just more speeches, studies and strategies. The Quebec conference will attract decision-makers, both in and out of government, empowered to take action. Round Tables, whose memberships are composed of exactly those types of people, need to attend, and received an invitation from Dr. Mead to do so. They can also expect further consideration in the time leading up to the Quebec conference as to their contribution.

Arthur Campeau stated that at a meeting a month ago, the organizing group for the Brazil 1992 conference established two working groups whose membership is open to any United Nations member country. One working group will address atmospheric and land issues and another will address oceans, freshwater and waste issues. A third working group will be established later to consider legal and institutional issues.

Additional preparatory meetings will be held over the next 18 months. There is a commitment that the conference will not operate in isolation from other activities and conferences around the world covering every aspect of the environment. Each region has agreed to hold its own preparatory conference in advance of the United Nations conference.

Another component of the conference planning is a commitment to the healthy involvement of major independent sector organizations. Such involvement is by no means the usual practice around the world. It should be remembered that the United Nations Charter begins "we the people." While United Nations members are government states, the United Nations constituency is the peoples of the world. In many countries non-profit citizens' groups are growing in number on environmental issues.

We may have reached the point where a centre is necessary to contribute the "views of the people" to decision-making at the United Nations. The premise is that these views will become part of the decision-making process.

The Brazil Conference will be an opportunity for heads of states to commit their countries to concrete actions and to set the future agenda.

Canada has the potential to serve as a model for the rest of the world. We have an excellent reputation internationally, a keen and interested public, new institutions like the Round Tables, and a skilled scientific community. The consultation process on the Green Plan will help to formulate Canada's national position for the Brazil Conference.

A small secretariat has been established to co-ordinate Canadian preparations and to make sure our own positions and proposals are supported by all sectors and institutions.

The Premier of Manitoba, Gary Filmon, concluded the conference by thanking everyone responsible for its success, including the participants. The conference has resulted in a better understanding of the Round Tables and what they should be doing, as well as promoting networking for the future. The present Round Tables are pioneers of sustainable development, with a need to educate the public, develop principles, and promote and create institutional change to implement sustainable development.

Sustainable development must be much more than a theory or concept; it is instrumental in the planet's survival.

John Grant of the Ontario Round Table responded by expressing appreciation on behalf of the conference participants.

FIRST JOINT MEETING OF ROUND TABLES ON ENVIRONMENT AND ECONOMY

PREMIÈRE RENCONTRE DES TABLES RONDES SUR L'ENVIRONNEMENT ET L'ÉCONOMIE

WORKSHOP 3G: INTERNATIONAL INSTITUTE FOR SUSTAINABLE DEVELOPMENT

Peter Kilburn, President and Chief Executive Officer of the International Institute for Sustainable Development (I.I.S.D.) chaired the workshop. The participants were joined by I.I.S.D. Chairman, Lloyd McGinnis and Board Members Professor Art Hanson from Dalhousie University and Dr. Clay Gilson from the University of Manitoba.

Peter Kilburn provided a brief background of the mandate and structure of the Institute. He was looking for reaction to the Institute's plans, information on any Round Table activities related to the Institute's work, and how the Round Tables and the Institute can work co-operatively.

The workshop discussed how the I.I.S.D. would differ from other establishments with similar mandates around the world. But many institutions are still using old methods. The I.I.S.D. can influence them to change, and also be a leader in promoting sustainable development among international agencies, e.g. the World Bank.

There was some discussion about the role of the proposed British Columbia Research Institute for Sustainable Development, which might also have a global focus although its primary purpose would be to support research into issues of concern to British Columbia, e.g. forestry sector. It was seen as important that there be a clear distinction between the international and British Columbian institutes, particularly to obviate confusion outside Canada. There should only be one Canadian institute for sustainable development.

There was considerable discussion of the I.I.S.D.'s role in promoting/marketing environmental technologies. While it may be a catalyst for development, it should not be marketing Canadian technology abroad. "Tied aid" was also discussed. It was suggested that the Institute provide knowledge, skills and leadership to assist developing countries implement changes consistent with sustainable development, rather than force Canadian goods and services on them.

Mentioned was the recent establishment of U.N.E.P. Canada, in affiliation with Ryerson Technical Institute in Toronto and with financial assistance from the Ontario Government. The Ontario Ministry of the Environment would be willing to consider financial support of I.I.S.D. if approached.

It was suggested that the institute should contact non-government groups with an international focus, such as Probe International, which is planning a trip to Brazil this June. Also, there are important contacts in national environment and development groups in other countries.

There was a strong sense that much could be gained by ongoing communications between I.I.S.D. and the Round Tables on Environment and Economy. One example is the applicability of Round Table work in rural and northern regions to the Institute's relations with Third World countries. Also perceived is an important link between the Round Tables and I.I.S.D. in relation to sustainable development and aboriginal peoples. Non-government members of Round Tables could be a particularly important resource for the institute.

Suggestions to ensure direct and ongoing liaison between the I.I.S.D. and the Round Tables:

1. I.I.S.D. representation at joint meetings of Round Tables, with special workshops like today's.
2. Annual meeting between representatives of the Round Tables and I.I.S.D.
3. Establishment of a permanent advisory panel or committee comprising representatives of I.I.S.D. and one from each Round Table.
4. Round Tables could serve as "Friends of the Institute."

The I.I.S.D. would pursue these and other mechanisms to ensure liaison between itself and the Round Tables.

ANGUS REID GROUP

NOTES FOR AN ADDRESS

BY

W. JOHN WRIGHT

VICE PRESIDENT

THE ANGUS REID GROUP

"RIPPLES, WAVES AND TIDES: CANADIAN PUBLIC OPINION AND THE ENVIRONMENT"

THE JOINT MEETING OF THE ROUND TABLES ON THE ENVIRONMENT AND THE ECONOMY

WINNIPEG, MANITOBA

APRIL 28, 1990

0325-04.R01

160 Bloor Street E., Suite 1300, Toronto, Ontario, M4W 1B9 Telephone (416) 324-2900 Fax (416) 324-2865

Vancouver Calgary Winnipeg Toronto Ottawa Montreal

GOOD MORNING.

FIRST OF ALL, LET ME TAKE THIS OPPORTUNITY TO THANK YOU FOR INVITING ME TO ATTEND TODAY'S FUNCTION. THE ISSUE OF THE ENVIRONMENT HAS CASCADED ON CANADIAN SOCIETY OVER THE PAST TWO YEARS LIKE A GREAT WALL OF WATER AND IT IS USEFUL AT MEETINGS SUCH AS THIS TO EXPLORE EACH OTHERS' VIEWS AND PERCEPTIONS SO WE CAN MINIMIZE THE RISK OF BEING SWAMPED.

AN IMPORTANT DIMENSION OF THIS PHENOMENON HAS BEEN THE QUITE REMARKABLE GROWTH OF PUBLIC CONCERN ABOUT THE ENVIRONMENT AND THE CONCOMITANT RACE OF MARKETING ORGANIZATIONS, POLICY MAKERS AND JOURNALISTS TO KEEP UP WITH CHANGING PUBLIC EXPECTATIONS. WHILE MANY OF THE ISSUES ASSOCIATED WITH THE ENVIRONMENT ARE TECHNICAL AND SCIENTIFIC IN NATURE (WHAT EXACTLY IS THE STATUS OF THE EARTH'S OZONE LAYER, IS THE GREENHOUSE EFFECT REAL, WHAT EFFECT DO PESTICIDES HAVE ON THE SOIL, ETC.), QUESTIONS ASSOCIATED WITH THE ENVIRONMENT ARE ALSO INEXTRICABLY LINKED WITH PUBLIC OPINION. THE FUTURE SHAPE OF CANADIAN SOCIETY, BOTH AT THE LEVEL OF BROAD PUBLIC POLICY AND IN TERMS OF HOW CANADIANS LEAD THEIR EVERYDAY LIVES, IS DIRECTLY RELATED TO THE ATTITUDES AND PERCEPTIONS OF INDIVIDUAL CANADIANS ON THIS ISSUE. THE ENVIRONMENT IS MORE THAN SIMPLY A

"VOTING ISSUE" -- IT IS DISTINCTIVE AMONG POLICY ISSUES WHICH WE EXAMINE FROM THE STANDPOINT OF PUBLIC OPINION RESEARCH IN THAT IT CAN TOUCH CANADIANS AT EVERY PART OF THEIR EVERYDAY LIVES FROM THEIR SHOPPING BEHAVIOUR TO HOW THEY SPEND THEIR LEISURE TIME.

(GRAPH I)

WE HAVE BEEN TRACKING CANADIANS' VIEWS ON MAJOR ISSUES OF THE DAY FOR THE LAST DECADE. THROUGH MOST OF THIS PERIOD, THE ENVIRONMENT HAS BEEN, AT BEST, A FRINGE ISSUE RECEIVING LESS THAN 5 PERCENT OF TOTAL MENTIONS TO OPEN-ENDED QUESTIONS ON WHAT CANADIANS FEEL ARE THE MAJOR ISSUES FACING THE COUNTRY. BEGINNING IN EARLY 1988, WE BEGAN TO NOTICE SUCCESSIVELY HIGHER NUMBERS OF CANADIANS MENTIONING THE ENVIRONMENT AS THE TOP ISSUE FACING THE COUNTRY. BY THE FALL OF 1989, CONCERN ABOUT THE ENVIRONMENT STOOD AT APPROXIMATELY 40 PERCENT -- AN ASTONISHING NUMBER WHEN ONE CONSIDERS ITS ABSENCE FROM THE PUBLIC CONSCIOUSNESS THROUGH MOST OF THE 1980's. INDEED, BY THE TURN OF THE DECADE, CONCERN ABOUT THE ENVIRONMENT WAS EQUIVALENT TO THE CONCERN ABOUT JOBS AND ENERGY THAT EXISTED IN LATE 1979.

IN LIGHT OF THE DRAMATIC INCREASE IN PUBLIC INTEREST IN ISSUES ASSOCIATED WITH THE ENVIRONMENT, WE LAUNCHED A MAJOR PROJECT IN MID 1989, THE INTENT OF WHICH WAS TO GO BEYOND THE SOMEWHAT SUPERFICIAL CONCERN REVEALED IN OUR EARLIER SURVEY WORK AND EXPLORE MORE DEEPLY THE MOTIVATIONS BEHIND INCREASING PUBLIC INTEREST IN THE ENVIRONMENT AND THE BEHAVIOURIAL IMPLICATIONS FOR CANADIANS AS CONSUMERS, TAXPAYERS, VOTERS AND WORKERS. IN MY ADDRESS TODAY, I WILL BE DRAWING ON THE RESULTS FROM OUR 1989 SURVEY OF CANADIAN ADULTS AND SCHOOL CHILDREN ON THE ENVIRONMENT. I WILL ALSO BE UTILIZING DATA FROM MORE RECENT FOLLOW-UP STUDIES THAT WE HAVE CONDUCTED INCLUDING A SURVEY COMPLETED WITHIN THE LAST MONTH WHICH, AMONG OTHER THINGS, EXAMINES CANADIANS' PERCEPTIONS OF THE BROAD TOPIC OF "SUSTAINABLE DEVELOPMENT".

AT THE RISK OF ANTICIPATING WHAT WILL COME LATER IN THIS PRESENTATION, LET ME TELL YOU THAT WHEN THE MASSIVE SURVEY DATA THAT WE HAVE COLLECTED ON THIS SUBJECT IS REVIEWED, THERE ARE A NUMBER OF CONSISTENT PATTERNS WHICH EMERGE:

FIRST, THE ENVIRONMENT ISSUE IS NOT LIKE SOME EXOTIC RADIOACTIVE ISOTOPE WITH MASSIVE POWER BUT A SHORT HALF-LIFE. INSTEAD, IT HAS ESTABLISHED DEEP ROOTS, PARTICULARLY WITH THE

GENERATION OF CANADIANS COMING OF AGE IN THE LATE 1980'S AND 1990'S. JUST AS A NEW PERSPECTIVE ON SEX ROLES AND ATTITUDES TOWARDS AUTHORITY EMBODIED IN THE WOODSTOCK GENERATION OF THE 1960'S TRANSFORMED THE SOCIAL FABRIC OF CANADIAN SOCIETY IN THE 1970'S AND 80'S, OUR RESEARCH INDICATES THAT NEW ATTITUDES TOWARDS THE ENVIRONMENT AND ECONOMIC GROWTH WILL TRANSFORM OUR LIVES IN THE 1990'S AND BEYOND.

AND SECOND, THERE IS EVIDENCE OF A MAJOR "COMMUNICATIONS GAP" BETWEEN WHOSE WHO CARE MOST ABOUT THE ENVIRONMENT ISSUE AND THOSE WHO HOLD POSITIONS OF POWER IN EITHER CORPORATIONS OR GOVERNMENT. CO-EXISTING WITH THE HIGH LEVEL OF PUBLIC CONCERN WITH THE ENVIRONMENT IS AN EQUALLY HIGH LEVEL OF CYNICISM THAT BIG GOVERNMENT AND BIG INDUSTRY MAY PRODUCE LITTLE MORE THAN EMPTY RHETORIC ON ENVIRONMENTAL ISSUES. BRIDGING THE COMMUNICATIONS GAP MAY BE THE FIRST STEP TO DEVELOPING A CO-ORDINATED AND UNIFIED RESPONSE TO THE ENVIRONMENTAL CHALLENGES CONFRONTING THIS COUNTRY.

IN MY PRESENTATION TODAY, I PLAN TO EXPLORE THE ANATOMY OF PUBLIC OPINION ON ENVIRONMENTAL ISSUES AND RAISE A NUMBER OF THOUGHTS WHICH MAY ASSIST IN IMPROVING THE LEVEL OF DEBATE AND DISCUSSION

ON THESE QUESTIONS.

AS I INDICATED TO YOU, THE FOUNDATION OF MY REMARKS TODAY IS PLANTED IN THE SIX MONTH COMPREHENSIVE INVESTIGATION UNDERTAKEN BY THE ANGUS REID GROUP LAST YEAR, TITLED "CANADIANS AND THE ENVIRONMENT - THE PERSPECTIVES OF CANADIAN ADULTS AND SCHOOL CHILDREN".

IMPLEMENTED IN THE SUMMER AND FALL OF 1989, THE RESEARCH PROJECT INCLUDED TWO POLLS, THE FIRST BEING A COMPREHENSIVE NATIONAL GENERAL POPULATION SURVEY CONDUCTED AMONG A CROSS-SECTION OF 1500 CANADIANS AND THE SECOND BEING A SPECIAL SURVEY OF ALMOST 2000 CANADIAN STUDENTS IN THE EIGHTH GRADE.

BOTH SURVEYS COVERED A WIDE RANGE OF TOPICS INCLUDING THE PERSONAL ENVIRONMENTAL PRACTICES OF CANADIANS, THEIR WILLINGNESS TO PAY MORE FOR ENVIRONMENTALLY FRIENDLY PRODUCTS, EXPECTATIONS CONCERNING GOVERNMENT ACTION, INDUSTRY AND SECTOR RATINGS AS WELL AS INFORMATION SOURCES AND THEIR CREDIBILITY.

SINCE THE SURVEY WAS COMPLETED IN THE FALL OF 1989, WE HAVE KEPT THE DATA FRESH THROUGH TWO ON-GOING INITIATIVES -- FIRST, EVERY

MONTH VIA THE NATIONAL ANGUS REID POLL WE ARE ABLE TO DETERMINE THE CHANGING PRIORITY THAT CANADIANS PLACE THE ENVIRONMENT ON THE PUBLIC ISSUE AGENDA AND SECOND, EVERY QUARTER WE UPDATE PORTIONS OF OUR DATA VIA "ECO WATCH", A SPECIAL SECTION IN OUR MONTHLY SYNDICATED REID REPORT THAT DEALS WITH EMERGING TRENDS AND ISSUES ON THE ENVIRONMENT.

IN OUTLINING SOME OF THE MOST APPROPRIATE RESULTS OF THIS WORK, I WOULD LIKE TO BEGIN BY EXPLORING A FEW MYTHS ON THE ENVIRONMENT AND PUBLIC OPINION. FOLLOWING THIS I WILL REVIEW WITH YOU SOME OF THE CLUSTERS OR SEGMENTS OF OPINION THAT PRESENTLY EXIST IN CANADA ON THIS ISSUE AND CONCLUDE WITH SOME THOUGHTS CONCERNING THE APPARENT "COMMUNICATION GAPS" THAT MUST BE FILLED BEFORE A MEANINGFUL DIALOGUE CAN BE DEVELOPED BETWEEN CANADA'S LEADERS AND THE PUBLIC ON THIS ISSUE.

IN REVIEWING THE AGENDA OF YOUR MEETINGS AND WORKSHOPS, THE THREAD OF "SUSTAINABLE DEVELOPMENT" RUNS THROUGH EVERY ELEMENT AND IS AT THE CORE OF YOUR APPROACH TO THE ISSUE. AS WE ARE ALL AWARE, THE TERM HAS BEEN AROUND SINCE 1987 WHEN THE NOW OFT-REFERRED TO BRUNDLAND REPORT OF THE UNITED NATIONS WAS PUBLISHED. NOW, AS A POLLSTER AND NOT AN ECONOMIST, I CANNOT GIVE YOU A SUCCINCT

DEFINITION OF WHAT THE TERM MEANS. AND FRANKLY, WHILE I KNOW THE PARAGRAPH OF WORDS THAT TENDS TO DESCRIBE THE TERM, I HEARD ON CBC RADIO'S SUNDAY MORNING REPORT COMMEMORATING EARTH DAY THAT A UK AGRISCIENTIST HAD RECENTLY COME UP WITH 600 SUBSET DEFINITIONS.

AND SO, ON THIS ONE, I CAN TAKE THE EASY WAY OUT AND ASK IF THOSE WHO REALLY MATTER, THE CANADIAN PUBLIC, WHETHER THEY'VE HEARD OF THE TERM AND, IF THEY HAVE, WHAT THEY THINK IT MEANS.

MYTH #1: THERE IS AN UNDERSTANDING AMONGST THE CANADIAN PUBLIC AS TO THE NOTION OF "SUSTAINABLE DEVELOPMENT".

(GRAPH #2)

REALITY: IN LATE JANUARY, WE ASKED CANADIANS IF THEY'D EVER HEARD OF THE TERM "SUSTAINABLE DEVELOPMENT". ONLY 30% CLAIMED TO HAVE HEARD THE TERM. WHILE THIS APPEARED ENCOURAGING ON THE SURFACE, WE THEN ASKED THESE 30% TO DESCRIBE THE TERM. OF THOSE 30%, 27% SAID IT MEANT HELPING COUNTRIES BECOME SELF SUFFICIENT; 20% SAID IT MEANT EXTENDING OR ONGOING DEVELOPMENT; 35% SAID THAT WHILE THEY'D HEARD THE TERM, THEY COULDN'T INDICATE WHAT IT MEANT; AND 2% SAID IT HAD SOMETHING TO DO WITH THE ENVIRONMENT.

THAT'S 2% OF 30% OR .66% OF THE ENTIRE SURVEY THAT RECOGNIZED THE TERM AS IT IS LINKED TO THE ENVIRONMENT.

AND SO WE TRIED ANOTHER TACK AND ASKED OF THE FULL SAMPLE, IF THEY'D EVER HEARD OF "STRUCTURAL ADJUSTMENT" -- HOPING, AS WE WERE, TO SEE IF THE SEMANTIC WOULD UNCOVER ANY RELATIONSHIP WITH THE ENVIRONMENTAL ISSUE. AFTER ALL, THE TERM HAS BEEN REPORTED IN THE MEDIA WITH RESPECT TO TAX INCENTIVES IN SOUTH AMERICAN LEVIED BY GOVERNMENTS TO CUT DOWN THE RAIN FOREST.

OF THE FULL SAMPLE, 25% SAID THEY'D HEARD THE TERM AND, OF THAT 25%, 50% SAID IT MEANT NOTHING TO THEM; 11% SAID IT MEANT POLITICAL RESTRUCTURING; 9% SAID IT MEANT A GENERAL CHANGING STRUCTURE" AND THE REST WERE SCATTERED ALL OVER THE MAP LISTING STRUCTURAL ADJUSTMENT AS MEANING:

- RESTRUCTURING A PATTERN OF ECONOMIC DEVELOPMENT (CLOSE -- I THINK WE'RE GETTING WARM)
- REARRANGE THINGS TO MAKE IT WORK
- STRAIGHTENING THE TENT POLES WHEN YOU CAN'T GET THEM TO SCREW TOGETHER, AND,

- WHAT HAPPENS WHEN YOU'RE MOTHER-IN-LAW COMES TO LIVE WITH YOU IN YOUR HOUSE.

(ABSOLUTELY TRUE)

THE RESEARCH FINDINGS SUGGEST THAT NOT ONLY IS THE TERM AN ELITE "CODE-WORD" AND THAT THERE IS MUCH MORE EDUCATION TO BE DONE, BUT ALSO THAT WHEN IT COMES TO COMMUNICATING THE TERM TO THE GENERAL PUBLIC YOU MAY WANT TO EXAMINE THE ACTUAL WORDS AND SOME ALTERNATIVES. I'LL SPEAK MORE ON THIS LATER.

MYTH #2: THE ENVIRONMENT IS AN ISSUE THAT IS MEANT FOR THE BOURGEOIS -- AND WHEN TOUGH ECONOMIC TIMES COME AND CANADIANS HAVE TO TIGHTEN THEIR BELTS, THE ISSUE WILL EVAPORATE FROM THE OPINION SCREEN.

(GRAPH #3)

REALITY: WELCOME TO TOUGH ECONOMIC TIMES WHERE OUR LATEST POLL OF ONLY TWO WEEKS AGO SHOW CONSUMER CONFIDENCE AT ITS MOST PESSIMISTIC ZENITH IN YEARS, WHERE INTEREST RATES HAVE HIT 1982 LEVELS, WHERE RECESSION IS ON THE LIPS OF MOST AND WHERE PERSONAL FINANCIAL

CONCERNS -- PAYING OFF THE CREDIT CARD, STRETCHING THE DOLLAR AND WATCHING FOR THE FIRST WHIFF OF CORPORATE RESTRUCTURING AT WORK -- ARE AT THEIR HIGHEST LEVELS IN RECENT MEMORY. WELCOME ALSO TO THE POLL THAT, NOTWITHSTANDING EARTHDAY LEAD UP, PUTS THE ENVIRONMENTAL ISSUE JUST ONE POINT BACK OF TAXES AND TAX REFORM AT 24%, IN TERMS OF TOTAL MENTIONS BY CANADIANS OF THE ISSUE THAT "REQUIRES THE GREATEST ATTENTION OF THE COUNTRY'S LEADERS", FOUR POINTS AHEAD OF MEECH LAKE AND 10 POINTS AHEAD OF THE ECONOMY.

MYTH #3: CANADIANS ARE PREPARED TO PUT THEIR MONEY WHERE THEIR MOUTH IS WHEN IT COMES TIME TO DOING SOMETHING ABOUT THE ENVIRONMENT.

REALITY: DO AS I SAY AND NOT AS I DO. HERE IS WHERE THE CRITICS AND THE SCEPTICS OF THE ENVIRONMENTAL RESEARCH CAN HAVE SOME FUN BECAUSE CLEARLY THERE IS A FAIR BIT OF MOUTHING THE WORDS OUT THERE AS OPPOSED TO PAYING THE TAB. ON THE CONSUMER INDEX ACTIVITY LIST IT IS CLEAR THAT TWO OR THREE GROUPS IN CANADIAN SOCIETY ARE SLAPPING THE CASH ON THE TABLE -- ONE GROUP BECAUSE THEY REALLY BELIEVE IN THE MOVEMENT BUT CAN'T AFFORD IT, ANOTHER NARROW GROUP THAT IS REALLY CONCERNED AND LIKES TECHIE INNOVATIONS, AND ANOTHER FAT CAT 40 PLUS GROUP -- POST WAR BABY BOOMERS -- THAT WOULD RATHER

SPEND THEIR WAY OUT OF GUILTY FEELINGS ABOUT THE ENVIRONMENT -- MUCH LIKE LOADING UP THE COLLECTION PLATE AT CHURCH TO PAY FOR YOUR SINS -- THAN DO THE "MARCHING/PROTEST THING" ON EARTH DAY.

AND MYTH #4: THIS IS JUST A MEDIA THING AND ONCE EDITORS GET TIRED WITH THIS AND MOVE ON TO ANOTHER ISSUE, SO TOO WILL THE PUBLIC.

REALITY: PROBABLY WRONG -- ON BOTH COUNTS. THE MEDIA ARE NOT GOING TO LEAVE THIS ISSUE. IF ANYTHING, IT IS BECOMING INSTITUTIONALIZED -- NEW REPORTERS WHO ARE PART OF THE ENVIRONMENTAL BEAT, WHO YOU CAN BET ARE TEAMED WITH NOT ONLY THE SCIENCE AND TECH EDITOR BUT ALSO HAVE THE FREEDOM TO VENTURE OVER TO THE CITY DISK AND LOOK AT EVERYTHING FROM HOUSING INSULATION TO BEACHING BY THE LAKE. FURTHER, CORPORATIONS ARE NOW INSTITUTIONALIZING A NEW FUNCTION -- AN OUTCROP OF THE PUBLIC AFFAIRS DIVISION, AND WE'RE SEEING VICE PRESIDENTS OF ENVIRONMENTAL AFFAIRS POPPING UP ACROSS INDUSTRY.

(GRAPH #4)

NOW, HAVING PUT SOME OF THE APPARENT BROAD MYTHS AND REALITIES ON THE TABLE, I THINK THAT THERE IS A TENDENCY FOR POLLSTERS TO START

DAZZLING YOU WITH AN ARRAY OF NUMBERS AS TO WHAT CANADIANS SUPPORT AND WHAT THEY DO NOT. THESE ARE THE ONE LINE INDICATORS THAT SUGGEST THAT 86% OF CANADIANS WOULD BUY UNBLEACHED PAPER; 67% WOULD PAY 50% MORE FOR GARBAGE DISPOSAL SERVICES; 66% WOULD PAY 10% MORE FOR ENVIRONMENTALLY PACKAGED GROCERY PRODUCTS; 63% WOULD PAY $1,000.00 MORE FOR AN ENVIRONMENTALLY EFFICIENT AUTOMOBILE, AND SO ON.

WHILE THIS MAY BE A COMPELLING NEXT STEP IN THE PRESENTATION, I'M GOING TO AVOID IT BECAUSE I REALLY DON'T THINK THAT IT IS EITHER STRATEGICALLY OR INFORMATIONALLY BENEFICIAL FOR YOUR LONG TERM CONSIDERATIONS.

(GRAPH #5)

WHAT I THINK IS <u>REALLY</u> RELEVANT, AND WHAT WE FOUND WAS THE MOST IMPORTANT DATA FROM OUR STUDY, IS THE ATTITUDINAL SEGMENTATION OF CANADIANS ON THE ENVIRONMENT -- THE SEVEN SUB-GROUPINGS OF THE CANADIAN PUBLIC THAT GIVE MOTIVATIONAL DIRECTION TO THE ENTIRE ISSUE. BY UNDERSTANDING THESE SUB-GROUPS -- KNOWING THEIR CHARACTER TRAITS, THEIR ATTITUDINAL AND MOTIVATIONAL DIMENSIONS TO THE ISSUE, AND THEIR OVERALL COMMITMENT TO AND PERSONAL EFFICACY

ABOUT THE ENVIRONMENT -- DECISION LEADERS CAN GET A HANDLE ON WHO THE MOST SALIENT GROUPS ARE DRIVING THIS ISSUE, AND THEN CHART AN APPROPRIATE COURSE TO MEET OR CHALLENGE THEIR EXPECTATIONS.

(GRAPH #6)

THE ENVIRONMENTALLY HOSTILE: THE FIRST GROUP IDENTIFIED BY THE SEGMENTATION ANALYSIS COMPRISES 11% OF THE POPULATION AND CAN BE CALLED ENVIRONMENTALLY HOSTILE. THEIR OVERALL PATTERN OF ATTITUDES INDICATES THAT THEY DO NOT RECOGNIZE PROBLEMS ASSOCIATED WITH THE ENVIRONMENT. THEY ARE THE LEAST LIKELY TO PRACTISE ENVIRONMENTALLY FRIENDLY BEHAVIOUR AND ARE THE LEAST LIKELY TO SUPPORT LEGISLATIVE OR CONSUMER MEASURES AIMED AT REDUCING THE THREAT TO THE ENVIRONMENT. THE ENVIRONMENTALLY HOSTILE ARE ALSO SOCIO-DEMOGRAPHICALLY DISTINCT IN THAT THEY ARE DISPROPORTIONATELY MALE AND TEND TO HAVE ABOVE AVERAGE INCOMES COMPARED TO CANADIAN SOCIETY AS A WHOLE. ESSENTIALLY, MEMBERS OF THIS GROUP VIEW THE ENVIRONMENTAL "CRISES" AS AN ISSUE WHICH HAS BEEN OVERPLAYED AND FEEL THAT THERE IS, QUITE SIMPLY, "NO PROBLEM".

(GRAPH #7)

FATALISTS: THE 13% OF CANADIANS BEST DESCRIBED AS FATALISTS IN TERMS OF THEIR ORIENTATION TOWARDS THE ENVIRONMENT ARE, NOT SURPRISINGLY, EXTREMELY PESSIMISTIC ABOUT BOTH THE SHORT AND LONG TERM PROSPECTS FOR THE HEALTH OF THE PLANET. OF THE SEVEN SEGMENTS, FATALISTS DISPLAY BY FAR THE HIGHEST LEVEL OF PESSIMISM. THIS GROUP IS AMONG THE LEAST LIKELY TO BELIEVE THAT SCIENCE AND TECHNOLOGY CAN PLAY A SIGNIFICANT ROLE IN RESOLVING ENVIRONMENTAL PROBLEMS OR THAT THE NEXT GENERATION IS LIKELY TO TREAT THE ENVIRONMENT DIFFERENTLY, TWO KEY SOURCES OF THEIR FATALISM. PARTLY BECAUSE OF THIS MOOD OF FATALISM, THIS GROUP IS ALSO LESS LIKELY TO SUPPORT TOUGH MEASURES AIMED AT INDIVIDUALS WHO HARM THE ENVIRONMENT. IN SHORT, FATALISTS FEEL THAT THE ENVIRONMENTAL PROBLEMS PRESENTLY CONFRONTING THE WORLD CANNOT BE SOLVED AND THAT HUMAN ACTION WILL NOT MAKE A DIFFERENCE.

(GRAPH #8)

THE APATHETIC: APPROXIMATELY 14% OF CANADIANS COULD BE CALLED APATHETIC ON ENVIRONMENTAL MATTERS. WHAT IS NOTEWORTHY ABOUT THIS SEGMENT IS THE SOCIO-ECONOMIC STATUS OF ITS MEMBERS: THE APATHETIC TEND TO HAVE VERY LOW INCOMES AND LOW LEVELS OF EDUCATION AND ALSO TEND TO BE SOMEWHAT OLDER THAN THE POPULATION AS A WHOLE. AS

MEMBERS OF THIS GROUP SIMPLY TRY TO SURVIVE ON A DAY-TO-DAY BASIS, THE PROBLEMS ASSOCIATED WITH THE ENVIRONMENT SEEM RATHER DISTANT. THE APATHETIC HAVE THE WORST BEHAVIOUR OF ANY SEGMENTS IN TERMS OF ENVIRONMENTAL IMPACT, THEY DISPLAY LOW LEVELS OF KNOWLEDGE ABOUT THE ENVIRONMENT, AND ARE GENERALLY NOT SUPPORTIVE OF TOUGH MEASURES AIMED AT CONSUMERS - PARTICULARLY WHERE THESE MEASURES WOULD HAVE PRICE IMPLICATIONS. PUT SIMPLY, MEMBERS OF THE APATHETIC SEGMENT APPEAR TO BE CAUGHT UP IN A CYCLE OF POVERTY WHICH SIMPLY DOES NOT ALLOW THEM THE LUXURY OF CONSIDERING THE ENVIRONMENT AS A MAJOR THREAT: THE APATHETIC ARE ALREADY THREATENED ENOUGH IN THEIR DAY-TO-DAY LIVES.

(GRAPH #9)

THE ANXIOUS: APPROXIMATELY 15 PERCENT OF CANADIANS COULD BE DESCRIBED AS "ANXIOUS" IN TERMS OF THEIR ATTITUDES TOWARDS THE ENVIRONMENT. THIS OVER-REPRESENTED FEMALE SEGMENT IS DISTINCTIVE IN THAT ITS MEMBERS DISPLAY AN EXTREMELY HIGH LEVEL OF ANXIETY ABOUT THE PROBLEMS CONFRONTING THE ENVIRONMENT AND EXPRESS STRONG SUPPORT FOR TOUGH MEASURES AIMED AT REDUCING ENVIRONMENTAL PROBLEMS. THE ANXIOUS HAVE A LOW LEVEL OF PERSONAL CONFIDENCE IN THEIR KNOWLEDGE OF ENVIRONMENTAL ISSUES AND THEIR ABILITY TO EFFECT

CHANGE IN THIS AREA, THEY HAVE LOW SELF-ESTEEM GENERALLY, AND THEY TEND TO FEEL ISOLATED FROM THE BROADER COMMUNITY.

ESSENTIALLY, THE PICTURE WHICH EMERGES WHEN EXAMINING THE OVERALL PROFILE OF THE ANXIOUS IS ONE OF INDIVIDUALS WHO FEEL A HIGH LEVEL OF CONCERN ABOUT THE ENVIRONMENT BUT WHO FEEL POWERLESS TO DO ANYTHING ABOUT IT. IN SOME IMPORTANT RESPECTS, THE PROFILE OF THE ANXIOUS IS SIMILAR TO THAT OF THE MOST PRESSING ENVIRONMENTAL ACTIVIST, ESPECIALLY ON MEASURES ASSOCIATED WITH THE LEVEL OF CONCERN REGARDING THE ENVIRONMENT. THE BIG DIFFERENCE BETWEEN THE ANXIOUS AND THE ACTIVISTS, AND IT IS A TREMENDOUSLY IMPORTANT ONE, CONCERNS THE LEVEL OF PERSONAL EFFICACY FELT BY MEMBERS OF EACH GROUP: ACTIVISTS FEEL CONFIDENT THAT THEY CAN CHANGE THE WORLD WHILE THE ANXIOUS DO NOT, MUCH AS THEY MIGHT LIKE TO SEE IT CHANGE.

(GRAPH #10)

THE NEXT GROUP ARE THE <u>ENVIRONMENTAL ENTHUSIASTS</u> COMPRISING 9% OF THE POPULATION. THESE INDIVIDUALS ARE VERY MUCH INVOLVED IN THE ENVIRONMENT ISSUE AND SHOW LEADERSHIP THROUGH THEIR OWN PERSONAL EXAMPLE. IMPORTANTLY, ENTHUSIASTS RANK THE HIGHEST OVERALL IN TERMS OF "ENVIRONMENTALLY FRIENDLY" BEHAVIOUR AND ARE THE MOST

LIKELY TO ENGAGE IN ACTIVITIES IN THEIR OWN EVERYDAY LIVES WHICH WILL REDUCE HARM TO THE ENVIRONMENT. THEIR EXEMPLARY BEHAVIOUR, COUPLED WITH A STRONG BELIEF THAT SCIENCE AND TECHNOLOGY CAN DO MUCH TO REMOVE THE THREAT OF ENVIRONMENTAL DEVASTATION, ARE THE HALLMARKS OF THIS SEGMENT. ALTHOUGH THE ENTHUSIASTS ARE LESS LIKELY TO WANT TO "ROCK THE BOAT", THEY EXPRESS STRONG SUPPORT FOR SEEING A POLITICAL PARTY COMMITTED EXCLUSIVELY TO THE ENVIRONMENT.

(GRAPH #11)

"PRIVILEGED" OPTIMIST: 20% OF CANADIANS MIGHT BE BEST DESCRIBED AS PRIVILEGED OPTIMISTS WHERE THE ENVIRONMENT IS CONCERNED. THESE INDIVIDUALS ARE AMONG THE MOST OPTIMISTIC REGARDING THE FUTURE OF THE ENVIRONMENT, WITH MOST EXPECTING THAT CONDITIONS WILL IMPROVE AS WE ENTER THE NEXT CENTURY, IN CONTRAST TO THE PROGNOSIS HELD BY THE POPULATION AS A WHOLE. PART OF THIS OPTIMISM IS DRIVEN BY ANOTHER SET OF ATTITUDES WHICH DIFFERENTIATES THIS GROUP - OPTIMISTS DISPLAY A STRONG BELIEF THAT THE ATTITUDES AND BEHAVIOUR OF THE NEXT GENERATION WILL BE BETTER THAN THOSE OF THE CURRENT ONE. THE OPTIMISM OF MEMBERS OF THIS GROUP IS ALSO ATTRIBUTABLE TO AFFLUENCE: THIS IS BY FAR THE WEALTHIEST OF THE SEVEN SEGMENTS, HENCE THE "PRIVILEGED" PREFIX ON THEIR LABEL. THESE PEOPLE'S

PRIVILEGED POSITION IN SOCIETY ALSO PRODUCES A GREATER COMMITMENT TO THE STATUS QUO. PRIVILEGED OPTIMISTS RESEMBLE ENVIRONMENTAL ACTIVISTS IN THAT THEY HAVE A HIGH LEVEL OF SELF-ESTEEM AND CONFIDENCE AND BELIEVE THAT THEY CAN CHANGE THE WORLD. THEY DIFFER HOWEVER, IN THEIR VIEW OF THE AMOUNT OF CHANGE THAT IS REQUIRED.

(GRAPH #12)

AND FINALLY, THERE ARE <u>THE ENVIRONMENTAL ACTIVISTS</u> -- THE VANGUARD OF THE ENVIRONMENTAL MOVEMENT -- WHICH COMPRISES 18% OF THE CANADIAN PUBLIC. THESE ARE THE SHOCK TROOPS THAT ARE DRIVING THIS ISSUE EVERY SINGLE DAY. THIS SEGMENT DEFIES THE SOMETIMES SUGGESTED STEREOTYPE OF "CRUNCHIE - GRANOLA - BARE FEET IN SANDALS - ACTIVIST PROTESTER". THEY ARE YOUNG, WELL EDUCATED AND INFORMED -- 42% HAVE POST SECONDARY EDUCATION (ONE IN THREE HAVE UNIVERSITY DEGREES); THEY TEND TO BE 30-35 YEARS OLD AND 65% ARE WOMEN. THIS GROUP, THAT ATTITUDINALLY GOES HYPER POSITIVE WHEN YOU ASK THEM WHETHER THEY IDENTIFY WITH THE PHRASE "I AM NOT AFRAID TO ROCK THE BOAT" TO GET WHAT IT WANTS ON THIS ISSUE, HAS A HIGH LEVEL OF PERSONAL ESTEEM AND CONFIDENCE, ARE VERY WORRIED ABOUT THE ENVIRONMENT NOW, AND PESSIMISTIC ABOUT THE PLANETS FUTURE; ARE ACTIVE IN THEIR COMMUNITY AND SUPPORT TOUGH MEASURES; ARE MOST

LIKELY TO AVOID ENVIRONMENTALLY UNFRIENDLY PRODUCTS; AND HAVE A GOOD DEGREE OF ENVIRONMENTALLY CORRECT BEHAVIOUR. WHEREAS OUR WOODSTOCK FRIENDS HAD PEACE, SOCIAL EQUALITY AND JUSTICE ON THEIR MINDS, THIS GROUP IS WEDDED TO THE ENVIRONMENT AS THEIR FOCUS. THESE PEOPLE ARE CYNICAL ABOUT BUSINESS AND DON'T TRUST GOVERNMENT; BUT THEY DO BELIEVE IN SHARING POLITICAL ACTION AND INVOLVEMENT.

HAVING EXAMINED THESE VARIOUS CLUSTERS, THE NEXT THING TO ASK OURSELVES IS "WHAT DO THEY MEAN?"

I THINK THAT THERE IS A GOOD ANALOGY ABOUT THE OCEAN THAT CAN QUICKLY SUM UP THE POTENTIAL IMPLICATIONS.

IN THE OCEAN THERE ARE RIPPLES, WAVES AND TIDES. THE KEY THING IS TO KNOW WHEN TO DISTINGUISH WHETHER A CHANGE IN THE WATER REPRESENTS EITHER A WAKE FROM A PASSING BOAT OR WHETHER IT IS CAUSED BY A WATER SWELL THAT HAS DEEPER UNDERCURRENTS.

IN THE CONTEXT OF THE ENVIRONMENT, THE RESEARCH SUGGESTS THAT THE RIPPLES ARE PRIMARILY THE DAY IN AND DAY OUT OCCURRENCES -- A PROTEST AT A MAJOR RESTAURANT BECAUSE OF ITS PACKAGING, A RUSH FOR GREEN PRODUCTS SUCH AS TOILET PAPER AND FERTILIZER, OR THE DEMANDS

OF LOCALS WHO EMBRACE THE "NIMBY" POSITION WHEN IT COMES TO GARBAGE DISPOSAL. WHILE ALL OF THESE ARE RELEVANT, AND WHILE PART OF THE OCEAN, THEY ARE ISOLATED AND OFTEN IMMEDIATE IN THEIR NATURE.

THE NEXT CATEGORY ARE THE WAVES -- THEIR MOVEMENTS ON THE OCEAN ARE STRONGER AND ARE CRASHING ON THE BEACH, MAKING THEMSELVES HEARD IN A CONSISTENT PATTERN. THE RESEARCH SUGGESTS THAT A CONSTANT WAVE THAT WE ARE NOW SEEING IS, FOR EXAMPLE, EMBODIED IN THE PUBLIC NOTION OF "RECYCLING". WHILE MANY DIFFERENT SEGMENTS OF THE POPULATION HAVE THEIR OWN DEFINITIONS OF WHAT THE ACTUAL TERM IMPLIES, IT HAS ACHIEVED PERPETUAL MOTION IN CANADIAN SOCIETY AND IS HERE TO STAY.

BUT PERHAPS THE MOST SIGNIFICANT FORCE THAT WE ARE FACING IS A GROWING TIDAL WAVE ON THIS ISSUE. WHILE THE DATA IS NOT PREDICTIVE AS TO WHEN THE EXACT MOMENT THE TIDE WILL RISE, IT STRONGLY SUGGESTS THAT THE UNDERCURRENTS ARE STRONG, THEY ARE GAINING MOMENTUM AND THE SEA CHANGE IS ON THE HORIZON.

NOW, WHILE SOME MAY CONTINUE TO DEBATE THE SALIENCY OF THE ENVIRONMENTAL ISSUE IN TERMS OF ITS SCOPE AND POTENTIAL, THE ATTITUDINAL SEGMENTATION WORK STRONGLY SUGGESTS THAT NOT ONLY 40%

OF CANADIANS ARE CURRENTLY ON THE MOVE TO ENHANCE A DEEPER ENVIRONMENTALLY PARTICIPATIVE SOCIETY, BUT THAT THE NEXT GENERATION -- WHO ARE AS LITERATE NOW IN "EARTH SPEAK" AS I WAS IN LUNAR LANDINGS AND NUCLEAR WAR -- WILL PRODUCE A CRITICAL MASS THAT WILL TRIGGER THE TIDE FOR THE NEXT TWENTY YEARS AND BEYOND. THIS IS THE NEW GENERATION THAT WILL SHELL OUT A PREDICTED $600 MILLION U.S. DOLLARS THIS YEAR ON EVERY GIMMICK RELATED TO 4 TURTLES, FLUSHED DOWN A NEW YORK TOILET, EAT TOXIC WASTE AND MUTATE INTO SUPER HEROS.

TO THOSE KEY SEGMENTS, AND TO THIS COMING GENERATION, THIS ISSUE IS NOT A "ONE-OFF" CAUSE. THERE IS REAL MOVEMENT HERE THAT IS GROWING EVERY SINGLE DAY.

AND SO, HAVING SAID THAT, THE QUESTION IS "WHAT DO WE DO ABOUT IT?"

WELL FIRST OF ALL, FOR ALL OF THE POLICY, BUSINESS OR TACTICAL REASONS, WE MUST CLEARLY AND ARTICULATELY UNDERSTAND THESE SEGMENTS -- HOW THEY INTERRELATE, WHAT THEIR PRIMARY MOTIVATIONS ARE, AND WHAT THEIR TRIGGER POINTS ARE LIKELY TO BE. IN DOING SO, WE CAN HELP CONSTRUCT INITIATIVES AND ENTERPRISING ACTIVITIES THAT WILL ENCOURAGE POSITIVE INPUT, SENSITIVE STRATEGIES AND PRO-ACTIVE

OPPORTUNITIES.

BUT THE RESEARCH STRONGLY SUGGESTS THAT WE DON'T HAVE A LOT OF TIME.

AND SECONDLY, AND PERHAPS MOST IMPORTANTLY, THE KEY DECISION MAKERS INVOLVED IN THIS PROCESS HAVE A TREMENDOUS CHALLENGE AHEAD -- BECAUSE THEIR COMMUNICATIVE CREDIBILITY AND BELIEVABILITY ON THIS ISSUE IS AT THE BOTTOM OF THE LIST.

(GRAPH #13)

IF THERE IS ONE COMPELLING MESSAGE TO LEAVE WITH YOU TODAY AS A RESULT OF THE DATA SO FAR, IT IS THAT SOME PRETTY SUBSTANTIAL BRIDGING IN TERMS OF COMMUNICATION AND ACTION HAS GOT TO TAKE PLACE BETWEEN GOVERNMENT AND BUSINESS AND THE OTHER INTERESTS IN THIS BATTLEFIELD.

CONFERENCES, SEMINARS, POLICY PAPERS, DISCUSSION DRAFTS -- THESE WILL ALWAYS HAVE THEIR PLACE IN THE CONTEXT OF FINDING SOLUTIONS; BUT THE DEMAND FOR ACTION AND MORE COMMUNICATION FROM GROWING SEGMENTS OF THE POPULATION WILL BE SWIFTER AND HARDER IN THE NOT

TOO DISTANT FUTURE, AND LIKELY MORE EXTREME IN THEIR POTENTIAL CONSEQUENCES.

IN JANUARY, FOR EXAMPLE, WE ASKED THE PUBLIC IN BRITISH COLUMBIA, SHOULD THE PULP AND PAPER MILLS BE GIVEN TIME TO COMPLY WITH EFFLUENT REGULATIONS, OR SHOULD THEY BE MADE TO COMPLY IMMEDIATELY. 47% SAID IMMEDIATELY AND 46% SAID GIVE THEM SOME TIME: 80% OF THOSE WHO WOULD GIVE THEM SOME TIME WOULD GIVE THEM SIX MONTHS OR LESS. CLEARLY, TOLERANCE LEVELS ARE LIMITED.

(GRAPH #14)

AND IN THIS RESPECT, THE PERCEPTIONS AS TO WHETHER A PARTICULAR SECTOR IS VIEWED AS "CAREFUL" OR "CARELESS" WHEN IT COMES TO THE ENVIRONMENT CAN PLAY A VERY IMPORTANT ROLE IN HOW THE RIGHT TOLERANCE LEVEL IS REACHED.

SECONDLY, FOR BUSINESS AND INDUSTRY LEADERS WHO FEEL THAT "THE BARBARIANS ARE AT THE GATES" AND THAT PEOPLE TRULY DON'T UNDERSTAND THE TRANSITIONAL DIFFICULTIES, THE DATA STRONGLY SUGGESTS THAT SPEAKING UP AND TELLING PEOPLE NOT ONLY THAT YOU CARE AND THAT YOU ARE DOING SOMETHING ABOUT THE ISSUE, IS A VERY BIG STEP IN THIS EMBATTLED DEBATE.

For communicators, this is a central challenge -- because, as we've already seen, an elite term such as "sustainable development" might have no understanding or substantive meaning to anyone except those in a tight circle, and thus runs the chance of being defined by someone else that will take ownership of the phrase. Will "sustainable development" by someone elses media release become a code word for "continued pollution" or "delayed action"? It would appear that there is a vacuum to fill sooner rather than later in finding the answer.

For marketers, some of which have taken advantage already of the new green terrain, it means being careful, being targeted, and most important being true. Companies that boast no styrofoam cups on their shelves had better check their employee lunchrooms or the 30 second clip at 6:00 will boomerang back into their laps.

(GRAPH #15)

And finally, for Legislators, the pressure for action is very real -- with broad public support for protection policy initiatives. Even when taken in the context of the segments, the support for action is significant. And to many, the Law is viewed as an

INEXPENSIVE TOOL TO GET A SERIOUS PROBLEM STOPPED.

IN CLOSING, LET ME SIMPLY SAY THAT WHILE MANY PEOPLE TODAY ARE QUICK TO QUOTE A STATISTIC HERE OR THERE ON THIS ISSUE, THE KEY IN MANAGING THE FUTURE WILL BE FOUND IN LOOKING BEYOND THE TOP-LINE DATA.

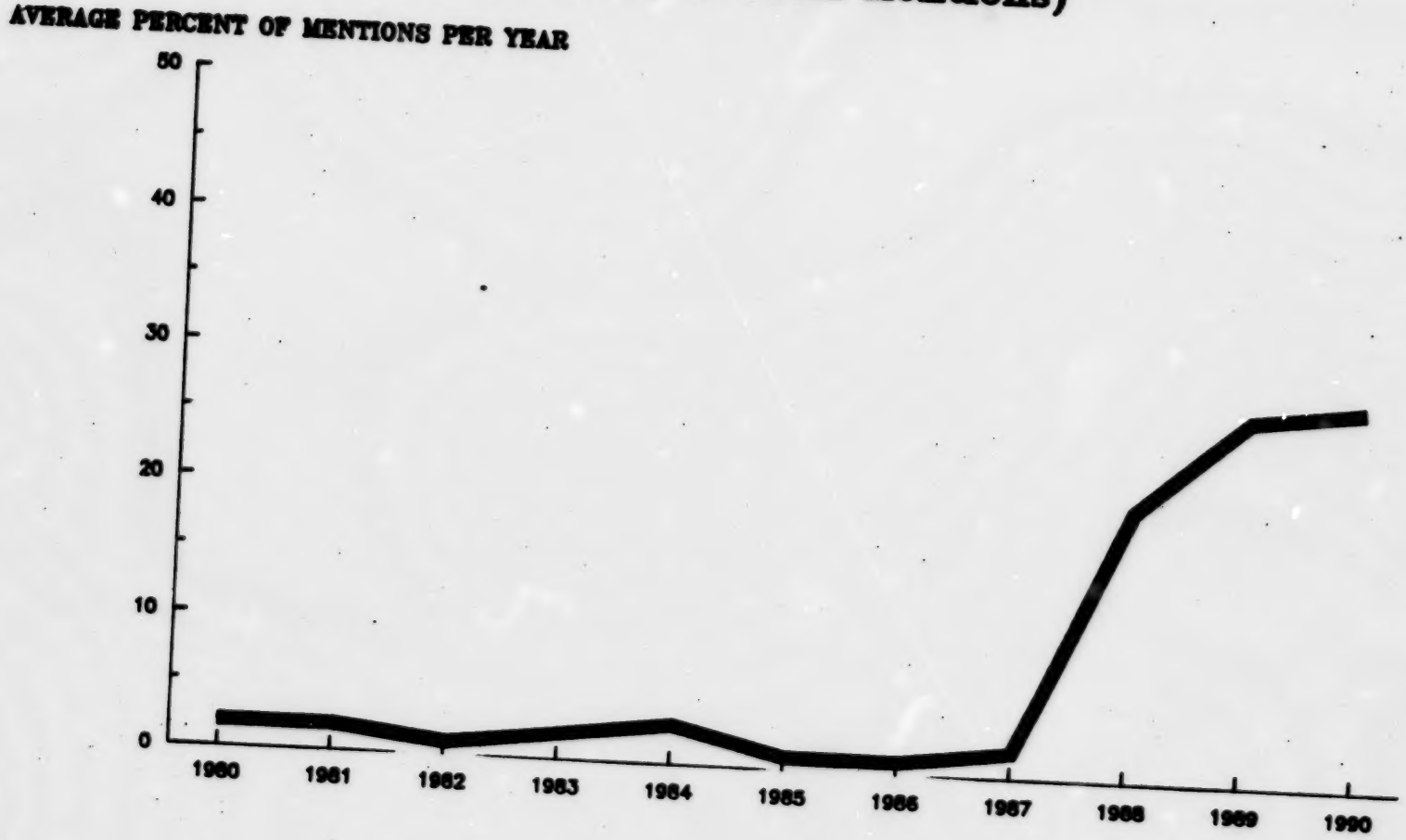
OCEANOGRAPHERS TELL US THAT THE TIDAL WAVE, WHICH BEING THE MOST POWERFUL, IS BY FAR THE MOST IMPERCEPTIBLE OF ALL EVENTS IN THE SEA -- WITH LITTLE SURFACE WARNING AS TO WHEN, WHERE OR TO WHAT DEGREE OF FORCE THE WAVE WILL PACK WHEN IT HITS THE SHORE.

AS A RESULT, THE PRUDENT WATCHERS OF THE WEATHER GATHER IN THEIR INFORMATION FROM ALL MANNER OF VESSEL AND PERSONS WITH RELATED EXPERIENCE, AND PASS IT ALONG AS SOON AS POSSIBLE TO THOSE WHO CAN STRENGTHEN AND SUSTAIN THE FOUNDATIONS OF THEIR HOMES, AND THOSE WHO ARE EITHER CONSTRUCTING OR DEVELOPING THEIR NEW BUILDINGS.

IN A VERY REAL SENSE, THE RESEARCH IS TELLING US TO BOTH WATCH THE WEATHER AND TO BEGIN CONSTRUCTION SOONER RATHER THAN LATER.

THANK YOU VERY MUCH.

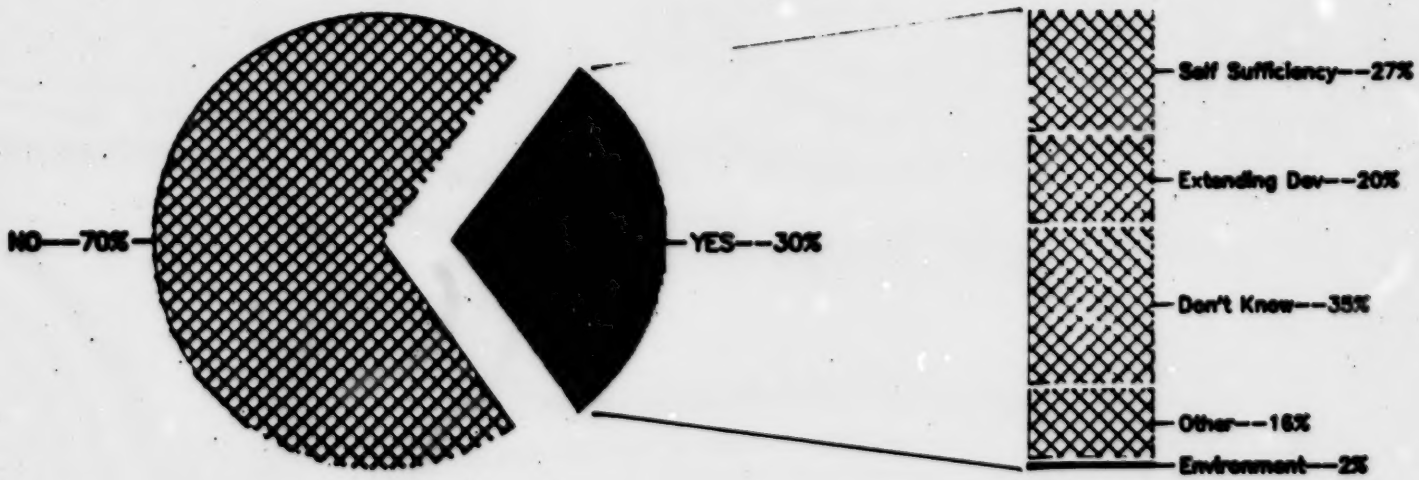
GROWTH OF PUBLIC CONCERN
OVER THE ENVIRONMENT
(Percent Of Total Mentions)



SOURCE: The Angus Reid Poll

ANGUS REID

AWARENESS AND UNDERSTANDING
OF THE TERM "SUSTAINABLE DEVELOPMENT"



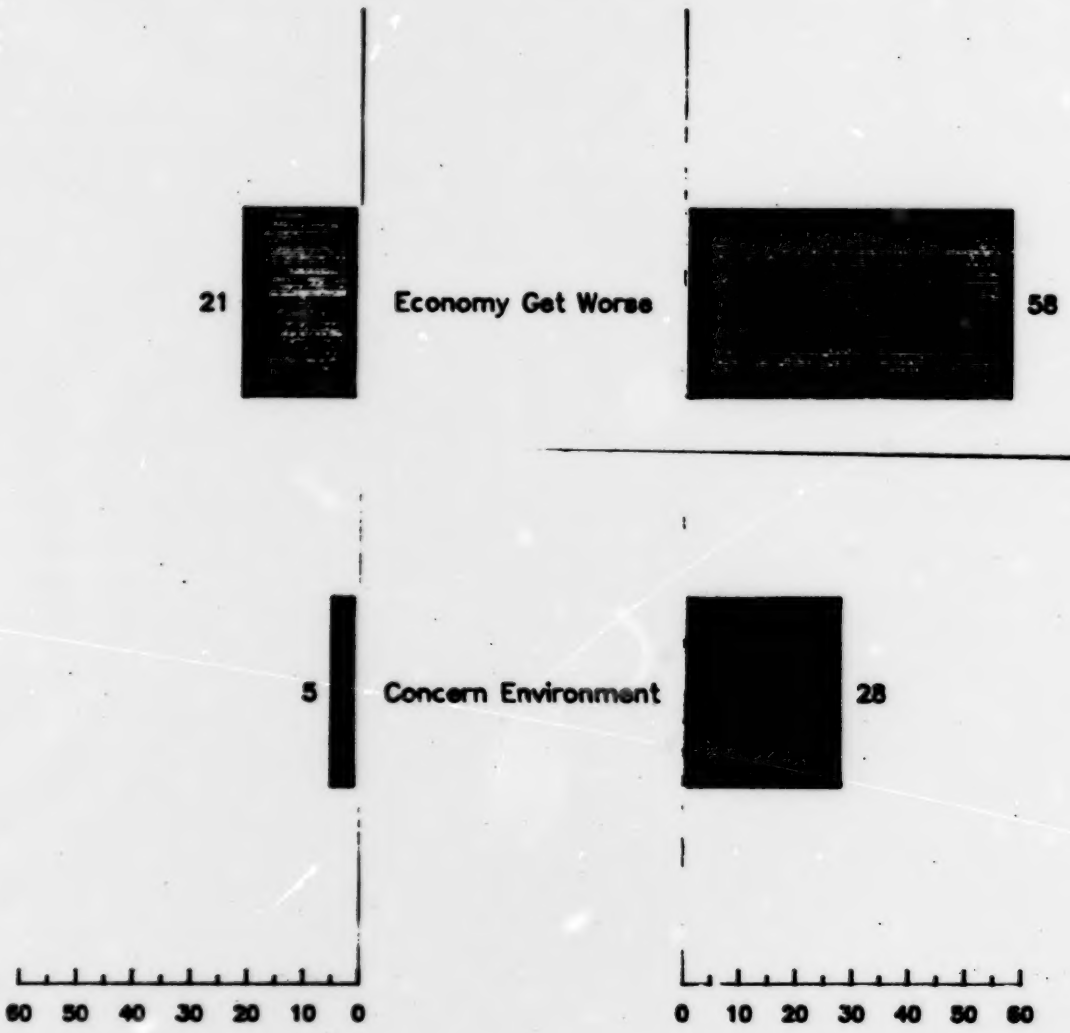
Have You Heard Term "Sustainable Dev." ?

What Does It Mean?

ANGUS REID

SOURCE: The Angus Reid Poll

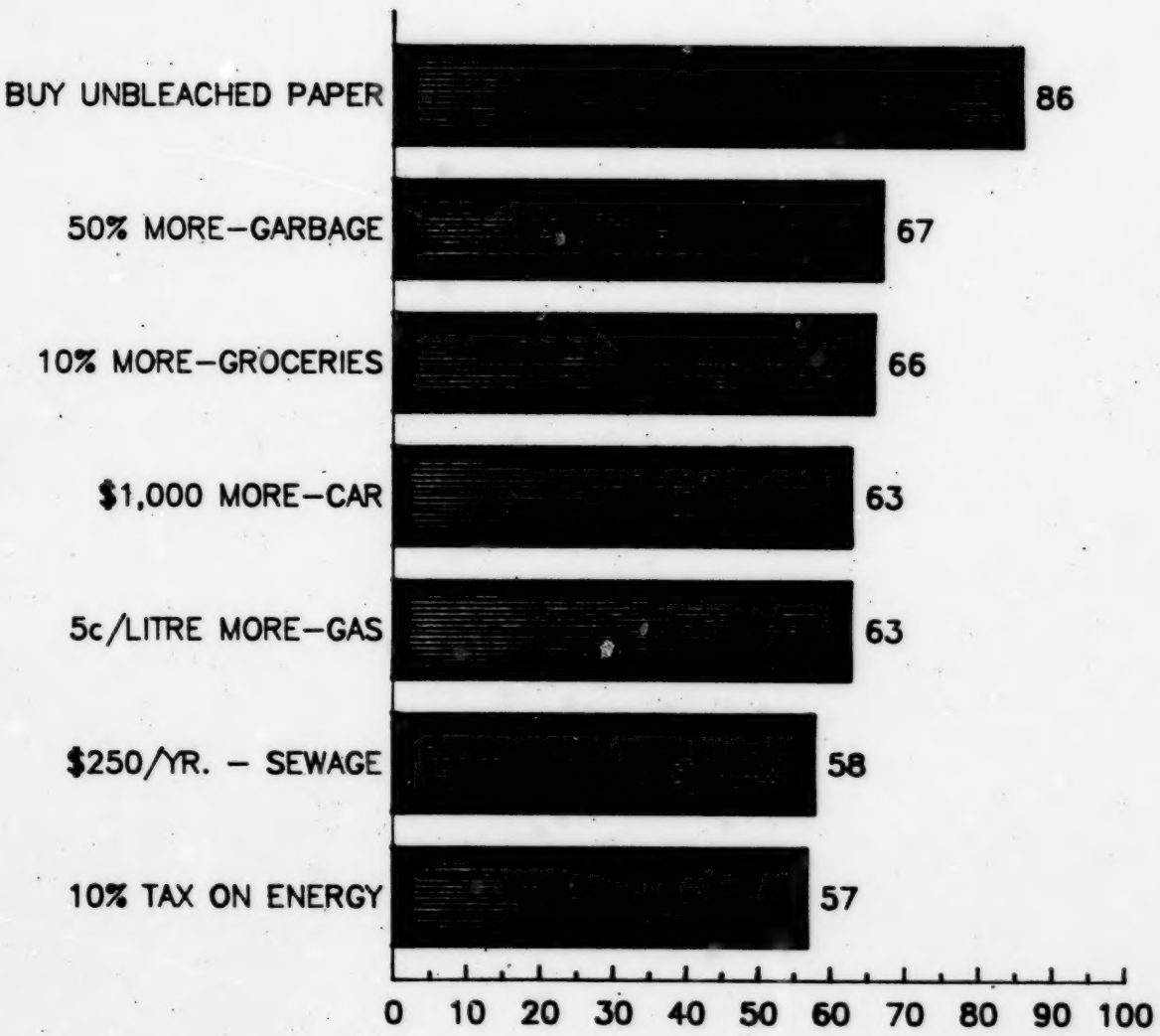
COMPARISON OF PUBLIC CONCERN OVER ENVIRONMENT (Unaided Mentions) AND ECONOMIC PESSIMISM



SOURCE: The Angus Reid Poll

ANGUS REID GROUP

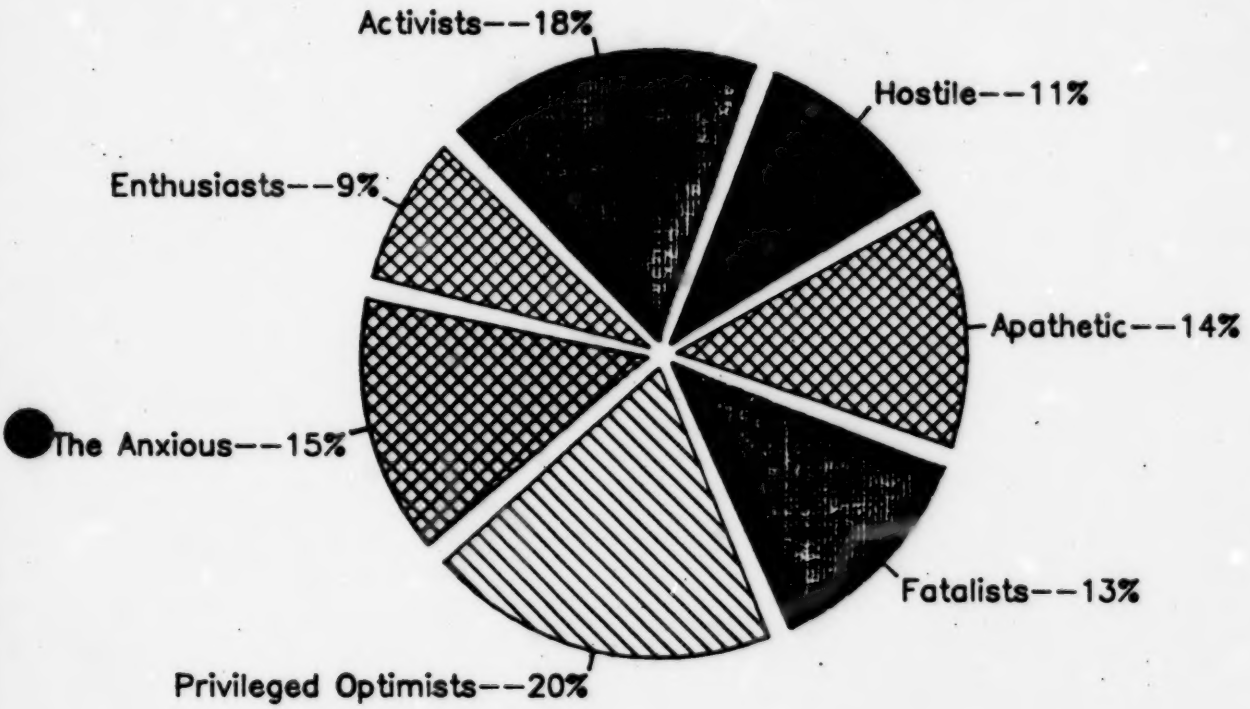
CANADIANS ARE PREPARED TO "PUT THEIR MONEY WHERE THEIR MOUTHS ARE' FOR THE ENVIRONMENT



Percent of respondents indicating they would make that financial sacrifice for the environment.

ANGUS REID GROUP

CANADIAN SOCIETY SPLITS INTO SEVEN SEGMENTS BASED ON ENVIRONMENTAL MINDSETS



HOSTILE

- Think environmental issues are overplayed
- Do not believe man is in danger of destroying the environment
- Tend to be male, likely to vote Conservative
- Strong representation on the Prairies
- Comprise 11% of Canadian society

FATALISTS

- Believe environment is damaged beyond repair, and any attempts to clean up are futile

- Do not take personal action to clean up, do not support legislation to clean up because situation is hopeless

- Older heavily represented in Western Canada

- Comprise 13% of Canadian society

APATHETIC

- Tend to be female, older, have little education and low income
- Tend not to vote or read newspapers
- Too concerned with meeting basic needs of their families to pay attention to the environment
- Comprise 14% of Canadian society

ACTIVISTS

- Young, well-educated and informed
- Believe in fighting for environmental causes
- Feel knowledgeable and involved, are willing and eager to protest and make waves to achieve their goals
- Strong representation in British Columbia
- Comprise 18% of Canadian society

ANXIOUS

- Tend to be female, older, have little education and low income
- Frequently feel depressed, guilty, worried and helpless
- Support tough measures to clean up pollution but do not have the confidence or energy to personally take action
- Comprise 15% of Canadian society

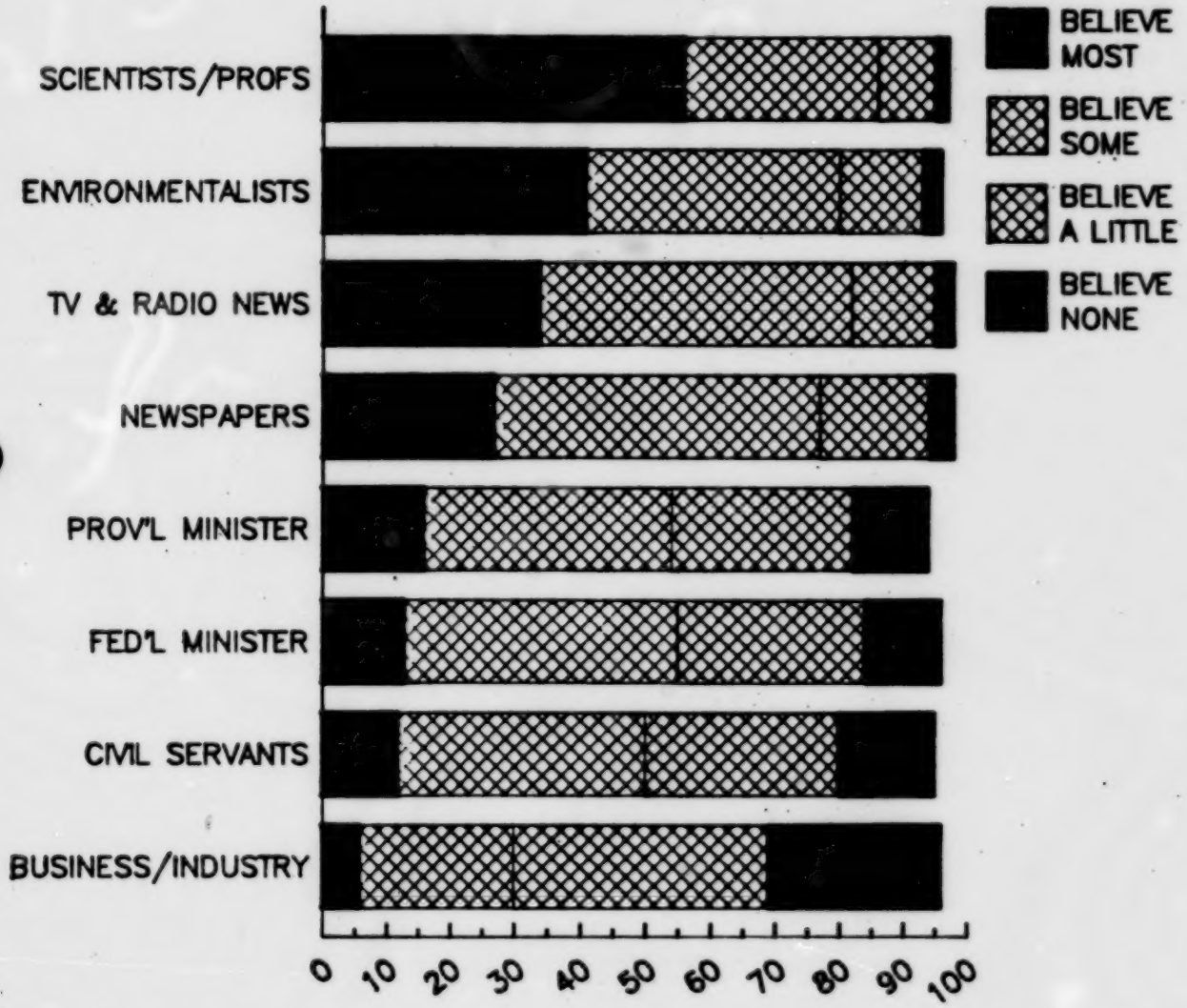
ENTHUSIASTS

- Passionately dedicated to preserving the environment
- Have the best record of all seven groups for environmental behaviour
- Do not feel that drastic changes are needed -- believe that science and technology can solve the world's problems
- Tend to vote Liberal and live in Ontario
- Smallest group comprise 9% of Canadian society

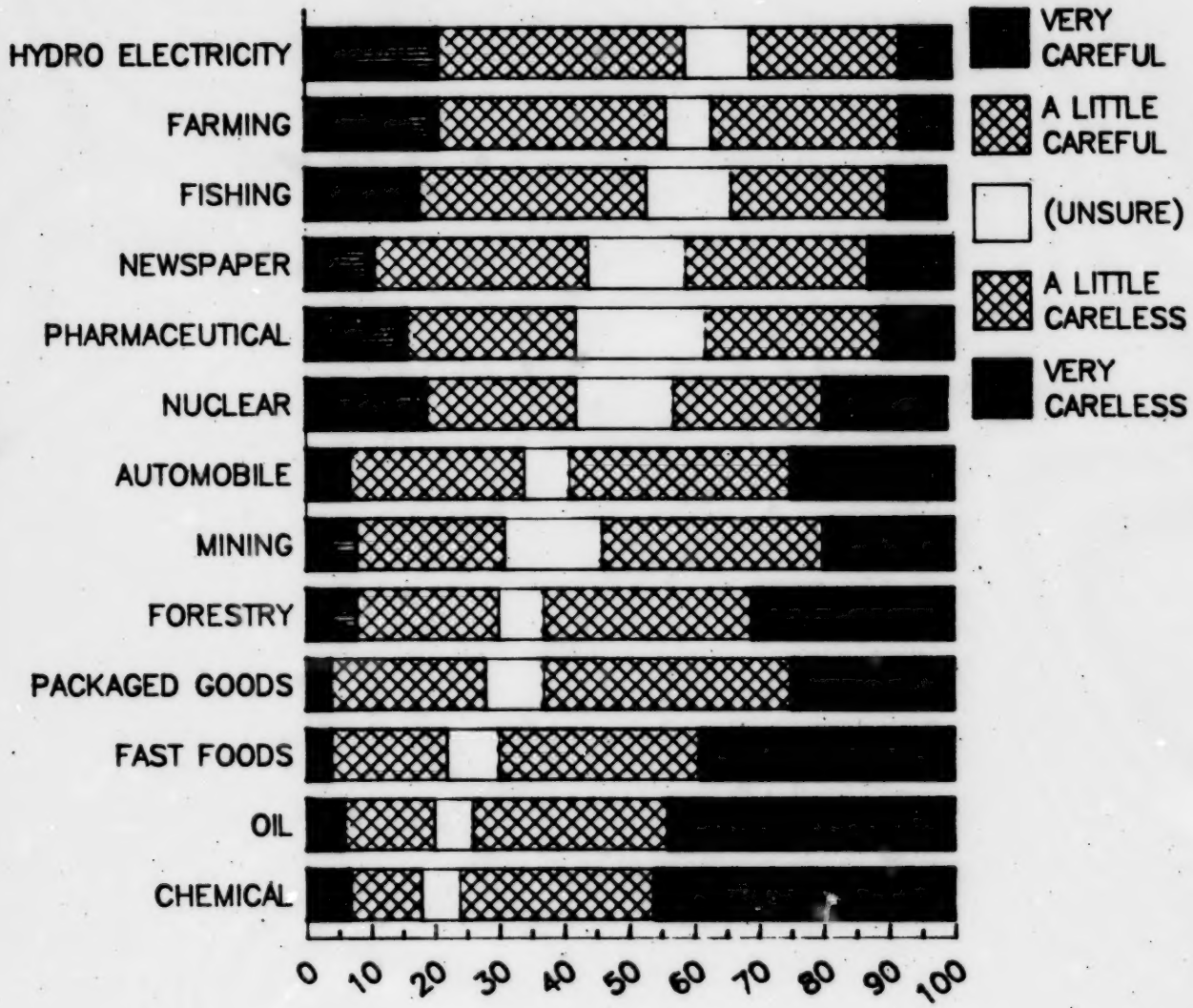
OPTIMISTS

- Higher than average education and income (highest income segment)
- Confident, powerful and conservative
- Do not believe any dire predictions for planet Earth
- Largest group comprise 20% of Canadian society

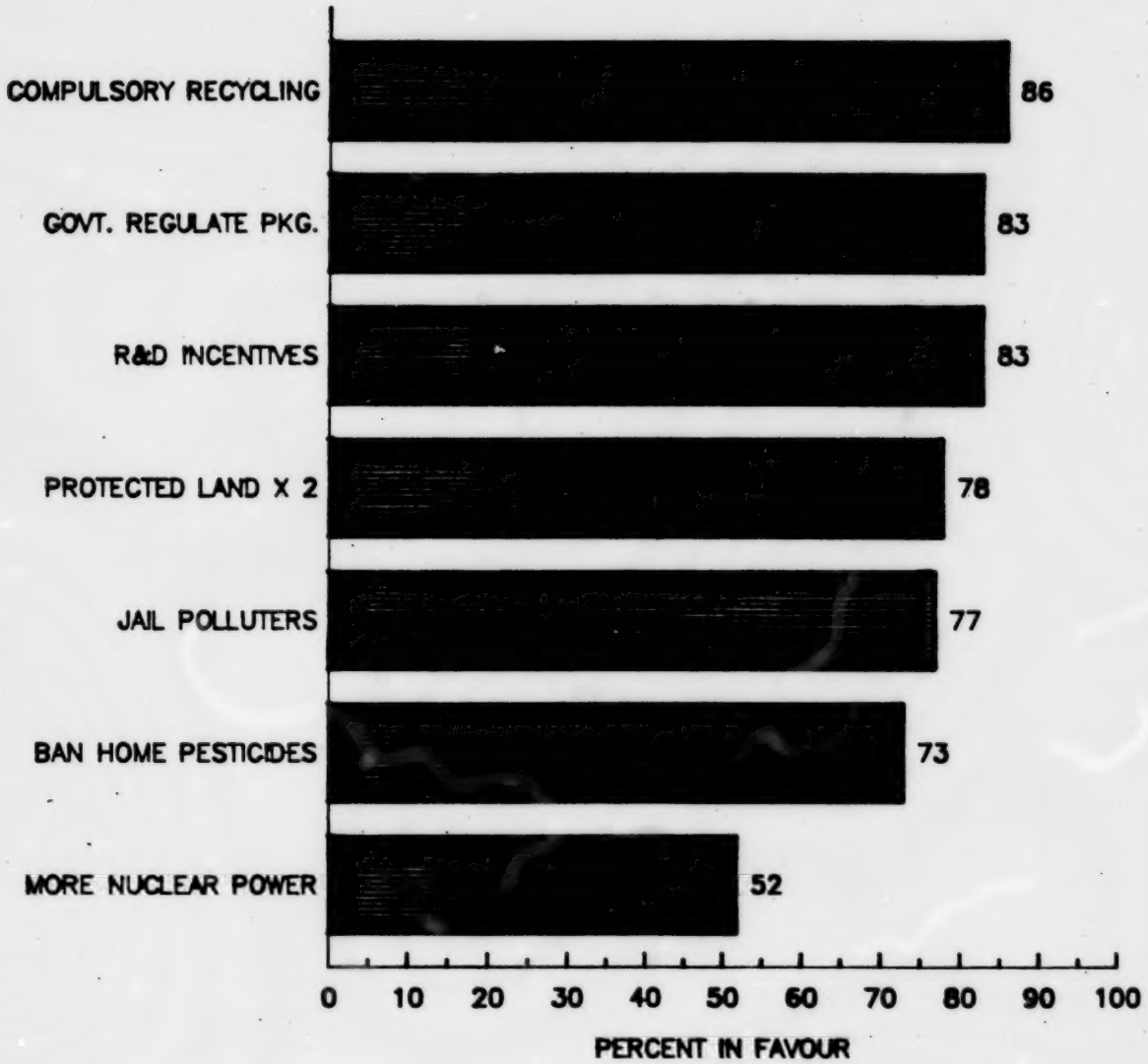
SOME INFORMATION SOURCES HAVE CREDIBILITY ON ENVIRONMENTAL ISSUES, GOVERNMENT AND INDUSTRY HAVE LITTLE



SOME INDUSTRIAL SECTORS HAVE A FAR BETTER PUBLIC IMAGE THAN OTHERS FOR ENVIRONMENTAL CONSCIOUSNESS



STRONG PUBLIC SUPPORT EXISTS FOR A RANGE OF ENVIRONMENTAL PROTECTION POLICY INITIATIVES



COPIE DU DISCOURS PRONONCÉ LORS DE LA PREMIERE RENCONTRE DES TABLES RONDES SUR L'ENVIRONNEMENT ET L'ÉCONOMIE

LE 28 AVRIL 1990, A WINNIPEG,

PAR DR HARVEY MEAD, SOUS-MINISTRE ADJOINT, DÉVELOPPEMENT DURABLE ET CONSERVATION, MINISTERE DE L'ENVIRONNEMENT DU QUÉBEC

LA CRÉATION DES TABLES RONDES SUR L'ENVIRONNEMENT ET L'ÉCONOMIE FAIT SUITE AUX RECOMMANDATIONS QUE LE GROUPE DE TRAVAIL NATIONAL SUR L'ENVIRONNEMENT ET L'ÉCONOMIE ÉMETTAIT AU CONSEIL CANADIEN DES MINISTRES DES RESSOURCES ET DE L'ENVIRONNEMENT EN SEPTEMBRE 1987. DEPUIS ENVIRON 1 AN, LE CONSEIL SE NOMME "CONSEIL CANADIEN DES MINISTRES DE L'ENVIRONNEMENT" (CCME). C'ÉTAIT LE CONSEIL QUI AVAIT FORMÉ LE GROUPE DE TRAVAIL NATIONAL.

OR LE GROUPE DE TRAVAIL NATIONAL AVAIT AUSSI RECOMMANDÉ QUE LE QUÉBEC SOIT L'HÔTE D'UNE IMPORTANTE CONFÉRENCE CANADIENNE SUR LE DÉVELOPPEMENT DURABLE. HÉ OUI, UNE AUTRE CONFÉRENCE!

EN ACCEPTANT, RÉUNIS À QUÉBEC EN AOÛT 1989, L'INVITATION DE L'HONORABLE GARY FILMON QUANT À LA TENUE DE LA PRÉSENTE RENCONTRE DE TABLES RONDES, LES PREMIERS MINISTRES ONT SOULIGNÉ QU'ELLE PRÉCÉDERAIT LA CONFÉRENCE CANADIENNE PRÉVUE AU QUÉBEC EN 1991. PLUSIEURS SOUHAITAIENT QU'ELLE SERVE ENTRE AUTRES À LA PRÉPARER.

EN OCTOBRE 1989 À CHARLOTTETOWN, LE MINISTRE DE L'ENVIRONNEMENT DU QUÉBEC A DEMANDÉ À SES HOMOLOGUES QUE LUI SOIT IDENTIFIÉE UNE PERSONNE DE LEUR GOUVERNEMENT AU SEIN DU COMITÉ ORGANISATEUR QUE LE QUÉBEC PRÉSIDERAIT. IL SOULIGNAIT LA POSSIBILITÉ QUE LA PERSONNE PUISSE ÊTRE ASSOCIÉE, OU À UNE TABLE RONDE, OU À UN MINISTÈRE DE L'ENVIRONNEMENT.

LE COMITÉ ORGANISATEUR EXISTE DEPUIS ENVIRON 2 MOIS, SOUS LA PRÉSIDENCE DU QUÉBEC. LES MEMBRES COMPOSENT EFFECTIVEMENT UN COMITÉ "MIXTE", ÉTANT ASSOCIÉS À UN MINISTÈRE DE L'ENVIRONNEMENT ET/OU AU SECRÉTARIAT D'UNE TABLE RONDE. TOUS LES GOUVERNEMENTS SONT REPRÉSENTÉS, DE MÊME QUE LA TABLE RONDE NATIONALE SUR L'ENVIRONNEMENT ET L'ÉCONOMIE. LE COMITÉ A TENU DES DISCUSSIONS PLÉNIÈRES LES 16 MARS ET 20 AVRIL DERNIERS.

LE COMITÉ A TENU SES DISCUSSIONS SUR DIVERS ASPECTS, TELS LES PRINCIPES-GUIDEURS POUR ENVISAGER LA CONFÉRENCE, LE CONTEXTE POLITIQUE, LE GENRE DE CONFÉRENCE DONT LE CANADA A BESOIN, LES OBJECTIFS DE LA CONFÉRENCE ET CEUX QUI DEVRAIENT Y PARTICIPER, LE MANDAT DU COMITÉ ET SES LIENS AVEC D'AUTRES ORGANISATIONS, L'ÉPOQUE DE TENUE DE LA CONFÉRENCE, LES SUJETS QUI POURRAIENT Y ÊTRE DISCUTÉS, ET AUTRES.

LE COMITÉ ENVISAGE COMME MANDAT D'ASSUMER LE LEADERSHIP DE LA DÉFINITION DE LA CONFÉRENCE, DE SON ARCHITECTURE, DE SA PRÉPARATION, D'ASSUMER LA GESTION DES JOURNÉES DE LA CONFÉRENCE, D'ASSUMER LE LEADERSHIP DU SUIVI DE L'APRÈS-CONFÉRENCE, DONT LA CONDUITE DES RÉSULTATS DE LA CONFÉRENCE AUPRÈS DE L'ORGANISATION QUI SERA CHARGÉE DE LA PRÉPARATION CANADIENNE POUR LA CONFÉRENCE MONDIALE SUR LE DÉVELOPPEMENT DURABLE QUI SE TIENDRA AU BRÉZIL EN JUIN 1992.

A LA LUMIÈRE DES DISCUSSIONS TENUES JUSQU'À MAINTENANT, IL EST POSSIBLE DE CONSIDÉRER, MAIS SOUS TOUTES RÉSERVES, QUE LA CONFÉRENCE DEVRAIT CONSTITUER UN ÉVÉNEMENT-CLÉ POUR INSUFFLER DES ENGAGEMENTS CLAIRS ET PRÉCIS SUR PLUSIEURS SUJETS FONDAMENTAUX DE DÉVELOPPEMENT ET D'ENVIRONNEMENT, OU DE DÉVELOPPEMENT DURABLE.

EN OCTOBRE 1987, LA COMMISSION MONDIALE SUR L'ENVIRONNEMENT ET L'ÉCONOMIE PRÉSENTAIT SON RAPPORT DEVANT L'ASSEMBLÉE GÉNÉRALE DES NATIONS-UNIES. DANS LE CADRE DE CET ÉVÉNEMENT, PLUSIEURS DÉLÉGUÉS ÉTRANGERS AVAIENT AFFIRMÉ QUE LE CANADA SEMBLAIT PRENDRE UN LEADERSHIP SUR LA QUESTION DU DÉVELOPPEMENT DURABLE. ILS AVAIENT FAIT CETTE AFFIRMATION SURTOUT APRÈS AVOIR PRIS CONNAISSANCE DES

RECOMMANDATIONS DU GROUPE DE TRAVAIL NATIONAL SUR L'ENVIRONNEMENT ET L'ÉCONOMIE. EN SE BASANT SUR CES RECOMMANDATIONS, QU'ILS CONSTATAIENT ÉMISES PAR UN GROUPE NATIONAL ET NON FÉDÉRAL, PLUSIEURS VOYAIENT EN LE CANADA UN ARTISAN ET UN PLANIFICATEUR RÉALISTE ET CONVAINCU DU DÉVELOPPEMENT DURABLE, ET SUR UNE BASE MULTIPARTITE.

EN 1991, 4 ANS PLUS TARD, ET À QUELQUES MOIS DE LA CONFÉRENCE MONDIALE AU BRÉZIL, LE CANADA NE POURRA SE PERMETTRE DE DÉMONTRER UN PROGRÈS INCERTAIN SUR LA QUESTION. EN JUIN 1992, IL DOIT SE PRÉSENTER AU BRÉZIL AVEC DES PREUVES QU'IL A FAIT LE MÉNAGE D'UNE PARTIE IMPORTANTE DE SA PROPRE COUR, ET QU'IL PEUT SE PERMETTRE DE DEMANDER PLUS DE MESURES INTERNATIONALES AUX AUTRES PAYS ET DE JOUER UN RÔLE DE LEADER SUR LES MOUVEMENTS INTERNATIONAUX SUSCEPTIBLES D'ÉMANER DE LA CONFÉRENCE MONDIALE. LE PUBLIC EST LAS DES DISCOURS ENTENDUS DEPUIS 1987, IL VEUT DE L'ACTION, DES GESTES CONCRETS, IL LES VEUT DANS LES PLUS BREFS DÉLAIS.

C'EST UN PEU DANS CET ESPRIT QU'IL FAUT PROBABLEMENT ENVISAGER LA CONFÉRENCE CANADIENNE DE 1991. ELLE POURRAIT CONSTITUER UN ÉVÉNEMENT-CIBLE POUR CATALYSER LES EFFORTS DES TABLES RONDES, POUR OBTENIR DES ENGAGEMENTS PRÉCIS, ET POUR QUE LES PROVINCES ET TERRITOIRES EXPRIMENT DE FAÇON STRUCTURÉE CE QU'ILS VEULENT QUE L'ORGANISATION DE LA PRÉPARATION CANADIENNE POUR BRÉZIL 1992 Y VÉHICULE POUR LE CANADA. POUR CE FAIRE, LA CONFÉRENCE DEVRAIT RÉUNIR PARMI LES PLUS HAUT DÉCIDEURS ET PERSONNAGES INFLUENTS DU PAYS. LES TABLES RONDES REGROUPENT PLUSIEURS SECTEURS DE LA SOCIÉTÉ, ELLES PEUVENT CONSULTER LE PUBLIC, ELLES RÉUNISSENT NOTAMMENT DE HAUTS DÉCIDEURS ET PERSONNAGES INFLUENTS. ELLES DOIVENT SÛREMENT ÊTRE PARTICULIÈREMENT ENVISAGÉES COMME PARTICIPANTS EN 1991.

TOUT INDIQUE QUE LA CONFÉRENCE SE TIENDRA À L'AUTOMNE 1991, SOIT ENVIRON 8 MOIS AVANT LA CONFÉRENCE MONDIALE. UNE DES PRINCIPALES RAISONS POUR NE PAS LA TENIR PLUS TÔT EST QUE LES TABLES RONDES DISPOSERONT DE PLUS DE TEMPS POUR CONCRÉTISER LEURS IDÉES, RÉALISER OU AVOIR VU SE RÉALISER DES ACTIONS CONCRÈTES. LA PRÉPARATION DE LA CONFÉRENCE CANADIENNE DE 1991 SE DÉROULERA SIMULTANÉMENT À L'ORGANISATION DE LA PRÉPARATION CANADIENNE POUR 1992.

UN LIEN S'AVÈRE DEVOIR ÊTRE ÉTABLI ENTRE LES 2 PROCESSUS. ET LES 8 MOIS ENTRE LES 2 CONFÉRENCES DEVRAIENT PERMETTRE DES AJUSTEMENTS.

LA PRÉSENTE RENCONTRE, NOTAMMENT PAR UN ATELIER CE MATIN, COMPRENAIT L'OBJECTIF D'ÉVALUER LA CONTRIBUTION POSSIBLE DES TABLES RONDES POUR 1991 ET POUR 1992. IL SEMBLAIT DÉJÀ ET IL RESSORT CLAIREMENT AUJOURD'HUI QUE LE COMITÉ ORGANISATEUR DEVRA EXPLORER ENCORE DAVANTAGE LA CONTRIBUTION DES TABLES RONDES POUR LA CONFÉRENCE DE 1991. DANS SON ESPRIT, IL DEVRA LES CONSULTER, PAR LES MÉCANISMES APPROPRIÉS, POUR ASSURER LE RÉALISME DES OBJECTIFS ET DE L'ARCHITECTURE DE LA CONFÉRENCE; AINSI QUE DU RÔLE DES PARTICIPANTS.

DE NOMBREUSES QUESTIONS SONT SUSCEPTIBLES D'ÊTRE DISCUTÉES AU COURS DE LA CONFÉRENCE. LORSQUE LE COMITÉ ORGANISATEUR EXAMINE LA LISTE TRÈS EXAUSTIVE DE SUJETS À TRAITER QU'ENVISAGE L'ORGANISATION CHARGÉE DE L'ORGANISATION INTERNATIONALE DE BRÉZIL 1992, LORSQU'IL ANALYSE L'ÉVOLUTION DU DOSSIER DU DÉVELOPPEMENT DURABLE DEPUIS LA PARUTION, EN 1987, DE CES RAPPORTS MARQUANTS QUE SONT LE RAPPORT BRUNDTLAND ET LE RAPPORT DU GROUPE DE TRAVAIL NATIONAL SUR L'ENVIRONNEMENT ET L'ÉCONOMIE, ET LORSQU'IL CONSTATE LES QUELQUES 16 MOIS DONT IL DISPOSE POUR LA PRÉPARATION,

IL NE PEUT QUE CHOISIR DE FAIRE PREUVE DE PRUDENCE DANS SES AMBITIONS. LE PUBLIC ENTEND PARLER DES MÊMES SUJETS DANS TOUS LES DISCOURS. IL VEUT, RÉPÉTONS-LE, PLUS QUE DES ÉTUDES, QUE DES STRATÉGIES. IL VEUT QUE LES HAUTS DÉCIDEURS, CEUX QU'IL ÉLIT ET LES AUTRES, DÉMONTRENT QU'ILS ONT LES DEUX PIEDS SUR TERRE, ET QUE LE DÉJÀ CÉLÈBRE TÉLESCOPE MIS EN ORBITE CETTE SEMAINE NE LES ÉLOIGNERA PAS DE FAÇON INCONTRÔLÉE DE LA VOIE LACTÉE, NI DE LA PLANÈTE TERRE. EN CES CONSIDÉRATIONS, LE COMITÉ POURRA ÉLABORER ET STIMULER UNE DYNAMIQUE PERMETTANT AU CANADA DE DÉVELOPPER UNE BASE CONVAINCANTE ET CRÉDIBLE POUR 1992, ET SURTOUT, POUR LES ANNÉES À VENIR. 1991, TOUT COMME 1992, DOIT ÊTRE AUTRE CHOSE QU'UN ÉVÉNEMENT.

LE QUÉBEC ENTEND HONORER ADÉQUATEMENT SON ENGAGEMENT QUANT À LA CONFÉRENCE CANADIENNE SUR LE DÉVELOPPEMENT DURABLE. BIENVENUE AU QUÉBEC EN 1991.

FIRST JOINT MEETING OF ROUND TABLES ON ENVIRONMENT AND ECONOMY

Translation of the Speech delivered by

Dr Harvey Mead, Assistant Deputy Minister, Sustainable Development and Conservation, Québec Ministry of Environment

April 28, 1990

The creation of the Round Tables on Environment and Economy is a direct follow-up to the recommendations submitted by the National Task Force on Environment and Economy in September 1987 to the Canadian Council of Environment Ministers. It was the Council that had formed the National Task Force.

The National Task Force also recommended that Québec host an important Canadian Conference on Sustainable Development. Yes, another Conference!

In August 1989, in Québec City, the Premiers accepted Mr Gary Filmon's invitation to a Joint Meeting of Round Tables on Environment and Economy and accepting, they remarked that the Joint Meeting would precede the 1991 Canadian Conference in Québec. Many wished that the Winnipeg Joint Meeting would serve to prepare 1991, among other objectives.

Last October, in Charlottetown, the Québec Minister of Environment asked his colleagues to identify one person from their government as a member of the Organizing Committee to be chaired by Québec. He underlined the possibility that the person could be associated either to a Round Table or to a Ministry of Environment.

The Organizing Committee has been in existence for 2 months and is chaired by Québec. The membership is mixt: members are associated to a Ministry of Environment and/or the Secretariat of a Round Table. All Governments and the National Round Table are represented. The Committee has held discussions on March 16 and April 20.

The Organizing Committee has held discussions on several aspects; for instance, the principles-guidelines to contemplate the Conference, the political context, the kind of Conference Canada needs, the objectives of the Conference and who should participate, the mandate of the Organizing Committee and its links with other organizations, the best period to hold the Conference, the topics or issues that could be addressed, and others.

The Organizing Committee is considering as its mandate to draw, to design, to determine the 1991 frame, to lead in the preparation for 1991, to manage the 2-3 day Conference, to lead

the immediate post-conference or follow-up, including the conduction of the 1991 results to the organization in charge of the Canadian preparation for the World Conference on Environment and Development that will be held in Brazil in June 1992.

In analyzing the discussions up to now, it is possible to consider, though not without reservations, that the Conference should be a key-event to stimulate clear and precise engagements on many fundamental issues of development and environment, or sustainable development.

In October 1987, the World Commission on Environment and Development released its Report before the United Nations General Assembly. During that event, many foreign delegates said that Canada seemed to be a spearhead on sustainable development. This observation came mainly after they had read the recommendations of the National Task Force on Environment and Economy. By basing their comments on these recommendations, which they noted were those of a national group, not a federal one, many viewed Canada as an architect as well as a realistic and convinced planner of sustainable development, that on a multipartite basis.

In 1991, 4 years later, and a few months before the World Conference in Brazil, Canada cannot allow itself to show uncertain progress on the question. In June 1992, Canada must go to Sao Paulo and prove that it has cleaned a major part of its own backyard, and, consequently, justify that it may and can ask other countries for more international measures, and that it may and can play a leading role with regards to international actions that could take root in the 1992 Conference.

The public has had enough of speeches that it has been hearing since 1987. The public wants action, needs concrete results; it wants them in the nearest future.

It is a little in that spirit that 1991 Conference must be contemplated. The 1991 Conference could constitute a key-event to be used as a catalyst for the Round Tables' process, to get precise engagements, and to make the Provinces and Territories express in a structured way what they want Canada to say in Brazil 1992. To this end, the 1991 Conference should bring together the highest decision-makers and influential people of the country.

The Round Tables bring together several sectors of society, they can hear out the public, their membership includes highly important decision-makers and influential persons. Surely, the Round Tables must be considered as participants in 1991. I take the opportunity to invite you to Québec in 1991.

In all probability the Conference will be held in the Fall of 1991, 8 months before the World Conference. One of the main

reasons not to hold it earlier is that the Round Tables will have more time to give concrete expression to their ideas and to implement or see implemented concrete actions. The preparation of the 1991 Canadian Conference and the organization of the Canadian preparation for Brazil 1992 will proceed at the same time. A link must be established between the two, and the 8 months between the two Conferences should make adjustments possible.

The present Meeting had as one of its objectives to evaluate the possible contribution of the Round Tables to 1991 and to 1992. It seemeed already and is evident today that the Organizing Committee will have to explore further the contribution of the Round Tables to the 1991 Conference. It will have to consult the Round Tables, and it will do it, using the appropriate mechanisms, to ensure that the objectives and the structure of the Conference, as well as the role of the participants, are realistic.

Many questions could be addressed during the 1991 Conference. However, while the Organizing Committee looks at the long list of topics that the international organization in charge of Brazil 1992 is contemplating, while it analyzes the evolution of the sustainable development issue since the release, in 1987, of those significant reports that are the Brundtland Report and the Report of the National Task Force on Environment and Economy, and while it considers the sixteen (16) months it has to prepare the Conference, the Organizing Committee can only be but prudent with respect to its ambitions. The public has been hearing about the same issues in every speech. At the risk of being repetitious, the public wants more than studies, more than strategies. The public wants decision-makers, those whom it elects and others, to demonstrate that they have their feet on the ground, and that the already famous telescope put in orbit this week will not distance them from the Milky Way nor from Planet Earth. With these considerations in mind, the Organizing Committee will be able to set in motion and keep running a dynamic process to get Canada to develop a convincing and credible basis for 1992 and, more important by, for years to come. 1991, as well as 1992, must be something more than an event.

Québec intends to honor its engagement with respect to the Canadian Conference on Sustainable Development. WELCOME TO QUÉBEC IN 1991.

SPEECH BY A. CAMPEAU
TO JOINT MEETING OF ROUND TABLES
ON ENVIRONMENT AND ECONOMY

WINNIPEG, 28 APRIL 90
12:35 P.M.

YOU HAVE SPENT YESTERDAY AND PARTICULARLY TODAY DISCUSSING COMMON CHALLENGES AND SOLUTIONS IN WHICH THE ROUND TABLES WILL PLAY AN IMPORTANT ROLE. I UNDERSTAND THAT TODAY YOU FOCUSSED PRIMARILY ON THE FUTURE CHOICES AND DIRECTIONS OF THE ROUND TABLE MOVEMENT. ONE OF THE EVENTS IMPORTANT FOR THE FUTURE, OF CANADA AND THE WORLD, IS THE UN CONFERENCE ON ENVIRONMENT AND DEVELOPMENT, TO BE HELD IN BRAZIL FOR ABOUT TWO WEEKS IN JUNE OF 1992.

THE CONFERENCE IS A TWENTIETH ANNIVERSARY SUCCESSOR TO THE 1972 STOCKHOLM CONFERENCE ON THE HUMAN ENVIRONMENT. THE CANADIAN POSITION IN 1972 WAS DEVELOPED AFTER LENGTHY CONSULTATION WITH MANY INTERESTED GROUPS AND IT

ALLOCUTION DE A. CAMPEAU
À UNE RÉUNION CONJOINTE DES
TABLES RONDES
SUR L'ENVIRONNEMENT ET
L'ÉCONOMIE

WINNIPEG, LE 28 AVRIL 1990
12 H 35

VOUS AVEZ CONSACRÉ LA JOURNÉE D'HIER ET SURTOUT CELLE D'AUJOURD'HUI À DISCUTER DE DÉFIS ET DE SOLUTIONS À CARACTÈRE COMMUN ET QUI FERONT APPEL À LA PARTICIPATION DYNAMIQUE DES TABLES RONDES. AUJOURD'HUI, VOUS AVEC PARLÉ DE L'AVENIR, DES CHOIX QUE DEVRONT FAIRE LES TABLES RONDES, DES ORIENTATIONS QU'ELLES DEVRONT PRENDRE. OR, UN DES ÉVÉNEMENTS IMPORTANTS POUR L'AVENIR DU CANADA ET DU MONDE EST LA CONFÉRENCE DES NATIONS UNIES SUR L'ENVIRONNEMENT ET LE DÉVELOPPEMENT QUI AURA LIEU AU BRÉSIL PENDANT ENVIRON DEUX SEMAINES EN JUIN 1992.

CETTE CONFÉRENCE MARQUE LE VINGTIÈME ANNIVERSAIRE DE LA CONFÉRENCE TENUE À STOCKHOLM EN 1972 SUR L'ENVIRONNEMENT HUMAIN. LA POSITION ADOPTÉE PAR LE CANADA EN 1972 A ÉTÉ ÉLABORÉE APRÈS DE LONGUES CONSULTATIONS

ENABLED CANADA TO PLAY A PROMINENT ROLE IN THE CONFERENCE. WE ARE NOW IN THE PROCESS, AT THE FEDERAL LEVEL, OF SETTING IN MOTION THE ACTIVITIES NECESSARY TO FULFILL THE SAME ROLE IN BRAZIL--INDEED, TO THE EXTENT POSSIBLE, TO ENHANCE IT.

AVEC DE NOMBREUX GROUPES INTÉRESSÉS ET ELLE A PERMIS AU CANADA DE JOUER UN RÔLE DE PREMIER PLAN DANS CETTE CONFÉRENCE. MAINTENANT, AU PALIER FÉDÉRAL, NOUS METTONS EN BRANLE LES MESURES NÉCESSAIRES POUR JOUER LE MÊME RÔLE AU BRÉSIL, ET MÊME, DANS LA MESURE OU POSSIBLE, UN RÔLE ENCORE PLUS GRAND.

THE WORLD IS OF COURSE MORE AWARE NOW THAN IT WAS TWENTY YEARS AGO OF THE SERIOUS CONDITION OF THE GLOBAL ENVIRONMENT AND THE POTENTIAL FOR CATASTROPHE UNLESS CONCERTED AND UNITED ACTION IS TAKEN SOON. PARADOXICALLY, THIS HEIGHTENED AWARENESS HAS INCREASED OUR APPRECIATION OF THE COMPLEXITY AND THE DIMENSIONS OF THE CHALLENGES THAT MUST BE FACED -CHALLENGES THAT ARE SCIENTIFIC, TECHNICAL, ECONOMIC, INSTITUTIONAL, POLITICAL, AND MORAL. OUR RESPONSES--THE SUBSTANCE AND TIMELINESS OF THOSE RESPONSES--COULD WELL INFLUENCE, PERHAPS DECISIVELY, THE FUTURE COURSE OF HUMAN LIFE ON OUR PLANET.

LE MONDE EST MAINTENANT BEAUCOUP PLUS CONSCIENT QU'IL Y A VINGT ANS DE L'ÉTAT GRAVE DE L'ENVIRONNEMENT PLANÉTAIRE ET DES CATASTROPHES QUI POURRAIENT SE PRODUIRE À MOIS D'UNE ACTION CONCERTÉE À BRÈVE ÉCHÉANCE. IRONIQUEMENT, CETTE NOUVELLE PRISE DE CONSCIENCE NOUS A FAIT MIEUX COMPRENDRE LA COMPLEXITÉ ET LA TAILLE DES DÉFIS AUXQUELS IL FAUT FAIRE FACE SUR LE PLAN SCIENTIFIQUE, TECHNIQUE, ÉCONOMIQUE, INSTITUTIONNEL, POLITIQUE ET MORAL. NOTRE FAÇON DE RÉAGIR, ET LA PROMPTITUDE QUE NOUS Y METTRONS, POURRAIT FORT BIEN DÉTERMINER, ET PEUT-ÊTRE DE FAÇON DÉCISIVE, LE SORT DE L'HUMANITÉ SUR NOTRE PLANÈTE.

ABOUT A MONTH AGO, AN ORGANIZATIONAL MEETING FOR THE CONFERENCE AGREED ON A NUMBER OF THINGS, AFTER A TWO WEEK MARATHON AT THE UN IN NEW YORK THAT ONLY GOT DOWN TO CONCRETE DECISIONS DURING THE LAST DAY, WHICH ACTUALLY STARTED ON A FRIDAY MORNING AND RAN NON-STOP TILL DAYLIGHT ON SATURDAY. AS YOU KNOW BY NOW, WE WERE PREVIOUSLY HONOURED TO HAVE MAURICE STRONG CHOSEN AS CONFERENCE SECRETARY-GENERAL--A POSITION HE ALSO HELD AT THE 1972 STOCKHOLM CONFERENCE; THERE WAS AGREEMENT TO ESTABLISH TWO WORKING GROUPS NOW AND ONE LATER. THESE WORKING GROUPS ARE OPEN-ENDED IN THAT ANY COUNTRY IN THE UNITED NATIONS ORGANIZATION MAY PARTICIPATE. IN PRACTICE WE EXPECT THAT ABOUT 60 OF THE 160 UN MEMBER NATIONS WILL BE ACTIVELY INVOLVED. IN BRIEF, ONE WORKING GROUP WILL ADDRESS ATMOSPHERIC AND LAND MATTERS, SUCH AS DESERTIFICATION AND DEFORESTATION, BIOLOGICAL DIVERSITY AND BIOTECHNOLOGY, WHILE THE OTHER WAS ASSIGNED THE OCEANS, FRESH WATER, AND WASTES. THE THIRD WORKING GROUP, YET TO BE ESTABLISHED,

IL Y A ENVIRON UN MOIS, LES ORGANISATEURS DE LA CONFÉRENCE EN SONT VENUS À CERTAINS ACCORDS, APRÈS UN MARATHON DE DEUX SEMAINES À L'ONU À NEW YORK QUI N'A ABOUTI À DES DÉCISIONS CONCRÈTES QU'À LA DERNIÈRE JOURNÉE (QUI A EN FAIT DURÉ DU VENDREDI MATIN SANS INTERRUPTION JUSQU'À L'AUBE DU SAMEDI). COMME VOUS LE SAVEZ DÉJÀ, ON NOUS A FAIT L'HONNEUR DE CHOISIR MAURICE STRONG COMME SECRÉTAIRE GÉNÉRAL DE LA CONFÉRENCE; C'EST ÉGALEMENT LUI QUI DÉTENAIT CE POSTE À LA CONFÉRENCE DE 1972 À STOCKHOLM. ON A CONVENU DE CRÉER DEUX GROUPES DE TRAVAIL DÈS MAINTENANT ET UN AUTRE PLUS TARD. CES GROPES SONT OUVERTS, CAR TOUT ÉTAT MEMBRE DE L'ORGANISATION DES NATIONS UNIES PEUT Y PARTICIPER. EN PRATIQUE, NOUS PRÉVOYONS QU'UNE SOIXANTAINE DE CES 160 ÉTATS Y PARTICIPERONT ACTIVEMENT. EN RÉSUMÉ, LE PERMIER GROUPE DE TRAVAIL S'OCCUPERA DES QUESTIONS ATMOSPHÉRIQUES ET TERRESTRES, COMME LA DÉSERTIFICATION ET LA DÉFORESTATION, DE LA DIVERSITÉ BIOLOGIQUE ET DE LA BIOTECHNOLOGIE, TANDIS QUE LE SECOND S'OCCUPERA DES OCÉANS, DE

WILL ADDRESS LEGAL, INSTITUTIONAL, AND RELATED MATTERS. I AM SURE YOU WILL AGREE THAT THERE IS MORE THAN ENOUGH SCOPE IN THE PLANNED TEN DAYS OF THE CONFERENCE FOR A LOT OF GROUND TO BE COVERED IF THE COLLECTIVE WILL TO MAKE PROGRESS CAN BE FOUND. THERE WILL BE FOUR PREPARATORY COMMITTEE MEETINGS OVER THE NEXT 18 MONTHS WHICH WILL SHAPE THE INPUT TO THE WORKING GROUPS AND CHANNEL THE OUTPUT FROM THESE GROUPS INTO THE CONFERENCE. IT WAS ALSO AGREED THAT THE CONFERENCE WOULD NOT OPERATE IN ISOLATION BUT TAKE FULL ACCOUNT OF THE ONGOING ACTIVITIES BOTH WITHIN THE UN SYSTEM AND ELSEWHERE IN THE WORLD AIMED AT PROTECTION AND ENHANCEMENT OF ALL ASPECTS OF OUR ENVIRONMENT. THIS LATTER POINT IS SIGNIFICANT BECAUSE OF THE WORK THAT IS GOING ON, AROUND THE WORLD, AND THE NUMBER OF NATIONAL AND INTERNATIONAL CONFERENCES SCHEDULED ON ENVIRONMENTAL MATTERS OVER THE NEXT TWO YEARS. THESE COVER ALMOST EVERY ASPECT OF GLOBAL CHANGE. IN ADDITION, THERE WAS AGREEMENT IN NEW YORK THAT EACH OF THE REGIONS OF THE UN SHOULD HOLD A REGIONAL CONFERENCE ON

L'EAU DOUCE ET DES DÉCHETS. LE TROISIÈME GROUPE DE TRAVAIL, QUI N'A PAS ENCORE ÉTÉ CRÉÉ, S'OCCUPERA, LUI, DE QUESTIONS JURIDIQUES ET INSTITUTIONNELLES ET DE QUESTIONS CONNEXES. JE SUIS CERTAIN QUE VOUS CONVIENDREZ AVEC MOI QUE LES DIX JOURNÉES PRÉVUES POUR LA CONFÉRENCE SUFFIRONT AMPLEMENT À COUVRIR BEAUCOUP DE TERRAIN, SI TOUTEFOIS IL EXISTE UNE VOLONTÉ COLLECTIVE DE PROGRÈS. AU COURS DES 18 PROCHAINS MOIS, LE COMITÉ SE RÉUNIRA QUATRE FOIS POUR PRÉPARER LE POINT DE DÉPART DES GROUPES DE TRAVAIL ET POUR INCORPORER AUX TRAVAUX DE LA CONFÉRENCE LE RÉSULTAT DES DÉLIBÉRATIONS DE CES GROUPES DE TRAVAIL. IL A ÉGALEMENT ÉTÉ CONVENU QUE LA CONFÉRENCE NE FONCTIONNERA PAS EN VASE CLOS, MAIS QU'ELLE TIENDRA PLEINEMENT COMPTE DES ACTIVITÉS QUI SE POURSUIVENT TANT AU SEIN DU RÉSEAU DES NATIONS UNIES QU'AILLEURS DANS LE MONDE EN VUE DE LA PROTECTION ET DE L'AMÉLIORATION DE TOUS LES ASPECTS DE NOTRE ENVIRONNEMENT. CECI EST IMPORTANT EN RAISON DES TRAVAUX QUI SE DÉROULENT DANS LE MONDE ET DU NOMBRE DE CONFÉRENCES NATIONALES ET

ENVIRONMENTAL MATTERS BEFORE THE BRAZIL 92 CONFERENCE. CANADA IS A MEMBER OF THE ECONOMIC COMMISSION FOR EUROPE (ECE), WHICH HAD ALREADY SCHEDULED ITS REGIONAL CONFERENCE FOR BERGEN NORWAY, COMMENCING IN A FEW DAYS TIME. WE ARE ALSO INVOLVED IN THE EASTERN CARIBBEAN AND LATIN AMERICA REGION (ECLAC), BUT THAT CONFERENCE HAS NOT YET COME TOGETHER ALTHOUGH IT IS LIKELY TO BE HELD IN MEXICO.

THESE TWO REGIONAL CONFERENCES ARE IMPORTANT AS A FOLLOW-UP TO THE BRUNDTLAND COMMISSION REPORT, AND TO IDENTIFY MEASURES FOR THE FURTHER IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT WITHIN ALL OF THE UN REGIONS.

INTERNATIONALES TRAITANT DE QUESTIONS ENVIRONNEMENTALES QUI DEVRAIENT AVOIR LIEU AU COURS DES DEUX PROCHAINES ANNÉES. CES CONFÉRENCES PORTENT SUR PRESQUE TOUS LES ASPECTS DES CHANGEMENTS PLANÉTAIRES. EN OUTRE, IL A ÉTÉ CONVENU À NEW YORK QUE CHACUNE DES RÉGIONS DES NATIONS UNIES TIENNE UNE CONFÉRENCE RÉGIONALE SUR LES QUESTIONS ENVIRONNEMENTALES AVANT LA CONFÉRENCE DE 1992 AU BRÉSIL. LE CANADA EST MEMBRE DE LA COMMISSION ÉCONOMIQUE POUR L'EUROPE (CEE) QUI A DÉJÀ ORGANISÉ UNE CONFÉRENCE RÉGIONALE QUI SE TIENDRA DANS QUELQUES JOURS À BERGEN EN NORVÈGE. NOUS FAISONS AUSSI PARTIE DE LA RÉGION DES CARAÏBES ET DE L'AMÉRIQUE LATINE, MAIS CETTE CONFÉRENCE N'EST PAS ENCORE ORGANISÉE, BIEN QU'IL SOIT PROBABLE QU'ELLE AIT LIEU AU MEXIQUE.

CES DEUX CONFÉRENCES RÉGIONALES, ET LES AUTRES, CONSTITUENT UN SUIVI IMPORTANT DU RAPPORT DE LA COMMISSION BRUNDTLAND ET PERMETTRONT DE CERNER DES FAÇONS D'APPLIQUER LE DÉVELOPPEMENT DURABLE DANS LES DIVERSES RÉGIONS DES NATIONS UNIES.

A FINAL MEANINGFUL COMPONENT OF BRAZIL 92 AND THE RUN-UP PREPARATORY CONFERENCES, AND A MATTER THAT I KNOW MAURICE STRONG FEELS DEEPLY COMMITTED TO, IS THAT THERE WILL BE A HEALTHY AND MEANINGFUL INVOLVEMENT OF THE INDEPENDENT SECTOR IN THE PROCESS LEADING UP TO THE CONFERENCE AND IN THE CONFERENCE ITSELF. THIS WILL BE ACCOMPLISHED BOTH THROUGH THE INVOLVEMENT OF THE MAJOR INTERNATIONAL INDEPENDENT SECTOR ORGANIZATIONS, AND, IN CANADA, AND OTHER COUNTRIES, THROUGH THE CONTRIBUTIONS THAT THE INDEPENDENT SECTOR WILL BE ASKED TO MAKE TO FORMULATING NATIONAL POSITIONS. WHILE MANY OTHER COUNTRIES WILL BE INVOLVING THE INDEPENDENT SECTOR IN A MANNER SIMILAR TO CANADA, AS AN IMPORTANT DIGRESSION TO MY MAIN TOPIC, I SHOULD TELL YOU THAT SUCH INVOLVEMENT IS BY NO MEANS UNIVERSAL; SOME COUNTRIES PROVIDE LITTLE OR NO OPPORTUNITY FOR INDEPENDENT SECTOR CONTRIBUTION, AND RESIST THE INCLUSION OF THE INDEPENDENT SECTOR IN INTERNATIONAL CONFERENCES. THIS IS A CHALLENGE IN THIS DAY AND AGE--ALTHOUGH PERHAPS LESS THAN

AUTRE FACTEUR IMPORTANT DE LA CONFÉRENCE DE 92 AU BRÉSIL ET DES CONFÉRENCE PRÉPARATOIRES, QUESTION QUI, JE SAIS, TIENT BEAUCOUP À COEUR À MAURICE STRONG, IL Y AURA UNE PARTICIPATION FORTE ET DYNAMIQUE DU SECTEUR INDÉEPNDANT À LA PRÉPARATION ET À LA TENUE DE LA CONFÉRENCE. AU CANADA, ET DANS D'AUTRES PAYS, ON DEMANDERA AU SECTEUR INDÉPENDANT DE CONTRIBUER À L'ÉLABORATION DES POSITIONS NATIONALES. BEAUCOUP D'AUTRES PAYS FERONT, À L'INSTAR DU CANADA, APPEL AU SECTEUR INDÉPENDANT, MAIS JE DOIS DIRE, ET C'EST LÀ UNE DIGRESSION IMPORTANTE, QUE CETTE PARTICIPATION N'EST NULLEMENT UNIVERSELLE. CERTAINS PAYS NE FOURNISSENT GUÈRE AU SECTEUR INDÉPENDANT L'OCCASION DE PARTICIPER ET VOIENT D'UN MAUVAIS OEIL SA PRÉSENCE AUX CONFÉRENCES INTERNATIONALES. DE NOS JOURS, C'EST UN DÉFI, BIEN QUE PEUT-ÊTRE MOINS QU'IL Y A VINGT ANS. IL NE FAUT PAS OUBLIER QUE LES PREMIERS MOTS DE LA CHARTE DES NATIONS NIES SONT " NOUS, LES PEUPLES - ". C'EST UNE FAÇON DE RECONNAÎTRE QUE, BIEN QUE LES MEMBRES DES NATIONS UNIES SOIENT DES GOUVERNEMENTS

IT WAS TWENTY YEARS AGO: IT IS IMPORTANT TO RECALL THAT THE CHARTER OF THE UNITED NATIONS BEGINS WITH THE WORDS "WE, THE PEOPLES___". THIS IS A CLEAR ACKNOWLEDGEMENT THAT, WHILE THE MEMBERSHIP OF THE U.N. CONSISTS OF THE GOVERNMENTS OF NATION STATES, ITS BASIC CONSTITUENCY CONSISTS OF THE PEOPLES OF SUCH STATES. MANY WOULD ARGUE THAT IN RECENT YEARS THE GROWING COMPLEXITIES OF MODERN LIFE AND THE REALITIES OF INTER-DEPENDENCE HAVE HAVE SIGNIFICANTLY LIMITED THE CAPACITY OF GOVERNMENTS TO MANAGE THEIR NATIONAL SOCIETIES EFFECTIVELY AND PROVIDE THEIR PEOPLE WITH THE SECURITY AND THE ECONOMIC AND SOCIAL CONDITIONS AND SERVICES REQUIRED TO MEET THEIR NEEDS AND ASPIRATIONS. IN VIRTUALLY ALL COUNTRIES THERE HAS BEEN A CORRESPONDING INCREASE IN THE ROLE OF THE PRIVATE SECTOR AND IN THE GROWTH OF VOLUNTARY AND NON-PROFIT ORGANIZATIONS AND CITIZEN GROUPS. THIS PHENOMENON HAS ALSO BEEN VERY MUCH IN EVIDENCE AT THE INTERNATIONAL LEVEL. THERE IS NOW WIDESPREAD RECOGNITION OF THE NEED FOR CONCERTED ACTION AND

D'ÉTATS NATIONAUX, CET ORGANISME REPRÉSENTE EN FAIT LES CITOYENS DE CES ÉTATS. D'AUCUNS SOUTIENDRONT QUE, LA VIE MODERNE ÉTANT DEVENUE DE PLUS EN PLUS COMPLEXE CES DERNIÈRES ANNÉES, ET LES NATIONS DE PLUS EN PLUS INDÉPENDANTES, LES GOUVERNEMENTS ONT DÈS LORS BEAUCOUP MOINS QU'AUPARAVANT LA CAPACITÉ DE BIEN ADMINISTER LEUR SOCIÉTÉ NATIONALE ET D'ASSURER À LEUR POPULATION LA SÉCURITÉ, LES SERVICES ET LES CONDITIONS SOCIO-ÉCONOMIQUES QUI RÉPONDRAIENT À LEURS BESOINS ET À LEURS ASPIRATIONS. DANS PRESQUE TOUS LES PAYS, ET DANS DES PROPORTIONS À PEU PRÈS ANALOGUES, LE SECTEUR PRIVÉ JOUE UN RÔLE DE PLUS EN PLUS GRAND ET L'ON A PARTOUT ASSISTÉ À LA CROISSANCE DES ORGANISATIONS BÉNÉVOLES ET SANS BUT LUCRATIF ET DES GROUPES DE CITOYENS. CE PHÉNOMÈNE S'EST NETTEMENT MANIFESTÉ À L'ÉCHELLE INTERNATIONAL. ON COMMENCE MAINTENANT À RECONNAÎTRE GÉNÉRALEMENT QU'IL FAUT UNE ACTION ET UNE COOPÉRATION CONCERTÉE, PARTICULIÈREMENT À L'ÉGARD DES QUESTIONS ENVIRONNEMENTALES. NOUS AVONS PEUT-ÊTRE ATTEINTE LE NIVEAU DE

COOPERATION, PARTICULARLY ON ENVIRONMENTAL MATTERS: WE MAY HAVE REACHED THE LEVEL OF SOPHISTICATION NEEDED TO PERMIT THE ESTABLISHMENT OF A PERMANENT INTERNATIONAL INDEPENDENT SECTOR FOCUS, OR CENTRE, THAT CAN PROVIDE THE UN WITH POLICY RESEARCH AND RELATED PUBLIC DIALOGUE IN RESPECT OF THE UN AND THE PRINCIPAL ISSUES WITH WHICH IT IS CONCERNED. SUCH A CENTRE WOULD BE PARTICULARLY RELEVANT TO FACILITATE THE DEVELOPING COUNTRIES, WHICH FREQUENTLY LACK THE CAPABILITIES AND THE TRAINED PERSONNEL TO EFFECTIVELY CONTRIBUTE THE VIEWS OF "THE PEOPLE" TO THE UN PROCESS IN MANY IMPORTANT POLICY AREAS. (INDEED, IT IS A BASIC PREMISE OF THIS PROPOSAL THAT THE UNITED NATIONS IS ENTERING A NEW ERA IN WHICH ITS "PEOPLE'S" CONSTITUENCY, AS EXPRESSED THROUGH ORGANIZATION OF A NON-GOVERNMENTAL CHARACTER, WILL BECOME MUCH MORE ACTIVE, MORE IMPORTANT AND MORE UNIVERSALLY ACCEPTED AS AN INTEGRAL DIMENSION OF THE WORK AND ACTIVITIES OF THE UNITED NATIONS AND AN INDISPENSABLE MEANS OF FACILITATING THE ACHIEVEMENT OF ITS GOALS AND OBJECTIVES.)

RAFFINEMENT NÉCESSAIRE POUR PERMETTRE LA CRÉATION D'UN CENTRE PERMANENT DU SECTEUR INDÉPENDANT INTERNATIONAL CAPABLE DE FOURNIR À L'ONU DES RECHERCHES SUR LES POLITIQUES ET D'ASSURER À CET ÉGARD UN DIALOGUE AVEC LE PUBLIC AU SUJET DE L'ONU ET DES GRANDES QUESTIONS DONT S'OCCUPENT LES NATIONS UNIES. UN TEL CENTRE SERAIT PARTICULIÈREMENT PERTINENT POUR AIDER LES PAYS EN VOIE DE DÉVELOPPEMENT, QUI, SOUVENT, N'ONT PAS LES CAPACITÉS NI LE PERSONNEL NÉCESSAIRES POUR FAIRE CONNAÎTRE LES OPINIONS " DU PEUPLE " AUX NATIONS UNIES À L'ÉGARD DE NOMBREUX SECTEURS IMPORTANTS DES POLITIQUES. (EN FAIT, L'UNE DES PRÉMISSES FONDAMENTALES DE CETTE PROPOSITION, C'EST QUE LES NATIONS UNIES AMORCENT UNE NOUVELLE ÈRE, EN CE SENS QUE LES " PEUPLES " QU'ELLES REPRÉSENTENT, ET QUI S'EXPRIMENT PAR LA VOIX DES ORGANISATIONS NON GOUVERNEMENTALES, VONT DEVENIR BEAUCOUP PLUS ACTIFS ET BEAUCOUP PLUS IMPORTANTS AU SEIN DES NATIONS UNIES ET Y SERONT PLUS UNIVERSELLEMENT ACCEPTÉS COMME CONSTITUANT L'UNE DES DIMENSIONS INTÉGRANTES DES

CANADA WOULD BE IDEALLY POSITIONED, WITH ITS EXPERTISE, LOCATION, AND FACILITIES, TO PLAY A LEADING ROLE IN ESTABLISHING THE FACILITY. WE WOULD OF COURSE HAVE A READY OPPORTUNITY FOR SYNERGISM WITH THE INTERNATIONAL INSTITUTE FOR SUSTAINABLE DEVELOPMENT ALREADY ESTABLISHED HERE.

TRAVAUX ET DES ACTIVITÉS DES NATIONS UNIES. CE SERA LÀ, DU RESTE, L'UN DES MOYENS INDISPENSABLES DE MIEUX ATTEINDRE SES BUTS ET SES OBJECTIFS.) LE CANADA SERAIT DANS UNE SITUATION IDÉALE, COMPTE TENU DE SON SAVOIR-FAIRE, DE SON EMPLACEMENT ET DE SES INSTALLATIONS, POUR JOUER UN RÔLE DE PREMIER PLAN DANS LA CRÉATION DE CE CENTRE. IL Y AURAIT BIEN SÛR LA POSSIBILITÉ ÉVIDENTE D'UNE SYNERGIE AVEC L'INSTITUT INTERNAITONAL POUR LE DÉVELOPPEMENT DURABLE QUI EST DÉJÀ ÉTABLI ICI.

A FURTHER INITIATIVE, TO FACILITATE PARTICIPATION BY THE NON-GOVERNMENT SECTORS, WAS LAUNCHED RECENTLY UNDER THE AUSPICES OF THE CENTRE FOR OUR COMMON FUTURE, IN GENEVA. THIS ORGANIZATION WILL SEEK TO ACT AS A CATALYST FOR NGO PARTICIPATION IN THE PREPARATORY PROCESS FOR THE CONFERENCE AND IN THE CONFERENCE ITSELF. WE ALL AWAIT, WITH GREAT INTEREST, A PAPER WHICH MR. STRONG, AS SECRETARY-GENERAL OF THE CONFERENCE, WILL PRESENT TO THE FIRST SUBSTANTIVE MEETING OF THE PREPARATORY COMMITTEE, IN

LE CENTRE POUR NOTRE AVENIR À TOUS, DE GENÈVE, A PRIS RÉCEMMENT UNE AUTRE INITIATIVE POUR FACILITER LA PARTICIPATION DES SECTEURS NON GOUVERNEMENTAUX. CETTE ORGANISATION CHERCHERA À AGIR À TITRE DE CATALYSEUR POUR LA PARTICIPATION DES ONG AUX TRAVAUX PRÉPARATOIRES DE LA CONFÉRENCE ET AU DÉROULEMENT MÊME DE LA CONFÉRENCE. NOUS ATTENDONS TOUS AVEC IMPATIENCE L'EXPOSÉ QUE M. STRONG PRÉSENTERA, À TITRE DE SECRÉTAIRE GÉNÉRAL DE LA CONFÉRENCE, À LA PREMIÈRE

NAIROBI, THIS AUGUST. THE PAPER WILL SPECIFICALLY DEAL WITH THE QUESTION OF NON-GOVERNMENTAL PARTICIPATION IN THE PREPARATORY PROCESS AND THE CONFERENCE.

RÉUNION IMPORTANTE DU COMITÉ PRÉPARATOIRE, QUI AURA LIEU À NAIROBI, AU MOIS D'AOÛT. SON EXPOSÉ TRAITERA EXPRESSÉMENT DE LA PARTICIPATION DES ONG À LA PRÉPARATION DE LA CONFÉRENCE ET À LA CONFÉRENCE ELLE-MÊME.

RETURNING TO THE SUBJECT OF THE BRAZIL '92 CONFERENCE, DEPENDING ON THE PROGRESS OF THE REGIONAL CONFERENCES I MENTIONED EARLIER, AND OTHER ACTIVITIES OVER THE NEXT TWO YEARS, THE BRAZIL CONFERENCE WILL SERVE AS AN IDEAL OPPORTUNITY FOR HEADS OF STATE TO FORMALLY COMMIT THEIR COUNTRIES TO INTERNATIONAL CONVENTIONS IN MATTERS SUCH AS CLIMATE CHANGE, BIODIVERSITY AND PROTECTED AREAS PRESERVATION. THE BRAZIL CONFERENCE WILL ALSO ESTABLISH THE AGENDA FOR FURTHER ACTION AND TARGETS FOR THE IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT AT THE INTERNATIONAL LEVEL.

REVENONS À LA CONFÉRENCE BRÉSIL 92. EN FONCTION DES PROGRÈS RÉALISÉS PAR LES CONFÉRENCES RÉGIONALES DONT J'AI PARLÉ TOUT À L'HEURE ET DES AUTRES ACTIVITÉS QUI AURONT LIEU AU COURS DES DEUX PROCHAINES ANNÉES, LA CONFÉRENCE DU BRÉSIL PRÉSENTERA L'OCCASION IDÉALE POUR LES CHEFS D'ÉTAT D'ENGAGER OFFICIELLEMENT LEUR PAYS DANS LE CADRE DE CONVENTIONS INTERNATIONALES PORTANT SUR DES QUESTIONS COMME LES CHANGEMENTS CLIMATIQUES, LA BIODIVERSITÉ ET LA PRÉSERVATION DES ZONES PROTÉGÉES. LA CONFÉRENCE DU BRÉSIL ÉTABLIRA, EN OUTRE, L'ORDRE DU JOUR DE MESURES ULTÉRIEURES ET DES CIBLES POUR LA RÉALISATION DU DÉVELOPPEMENT DURABLE AU PALIER INTERNATIONAL.

HERE IN CANADA WE HAVE A LOT GOING FOR US, AND A STRONG DESIRE TO MAKE THIS CONFERENCE SUCCESSFUL FOR EVERYONE'S

AU CANADA, NOUS BÉNÉFICIONS DE NOMBREUX AVANTAGES ET NOUS DÉSIRONS FORTEMENT ASSURER LE SUCCÈS DE CETTE CONFÉRENCE AU

BENEFIT. WE HAVE, INTERNATIONALLY, AN EXCELLENT REPUTATION ON ENVIRONMENTAL MATTERS. WE HAVE A KEEN AND INTERESTED PUBLIC THAT CLEARLY WANTS TO SEE ACTION. WE HAVE NEW AND DYNAMIC INSTITUTIONS SUCH AS THE NATIONAL ROUND TABLE, AND THE CANADIAN INTERNATIONAL INSTITUTE FOR SUSTAINABLE DEVELOPMENT, RIGHT HERE IN WINNIPEG. WE HAVE THE SCIENTIFIC CAPABILITY AND KNOW-HOW IN PLACE, GROWING AND OPERATING TO ADDRESS THE MANY CHALLENGES AND OPPORTUNITIES THAT WE KNOW EXIST. AND WE HAVE STARTED A CONSULTATIVE PROCESS AS PART OF THE GREEN PLAN THAT WILL PUT US IN A VERY STRONG POSITION WELL BEFORE 1992 TO KNOW WHERE WE WANT TO GO AS A NATION ON ADDRESSING ENVIRONMENTAL MATTERS AND HOW WE INTEND TO GET THERE. THE GREEN PLAN DISCUSSION PAPER, INCIDENTALLY, COVERS EVERY SUBJECT THAT IS SCHEDULED FOR DISCUSSION AT BRAZIL 92, SO THE INPUT WE RECEIVE FROM THE GREEN PLAN CONSULTATIVE PROCESS CAN ALSO HELP FORMULATE THE NATIONAL POSITION FOR BRAZIL 92. THROUGH THIS CONSULTATIVE PROCESS, AND THE MECHANISMS WE ARE SETTING

PROFIT DE TOUS. SUR LE PLAN INTERNATIONAL, NOUS JOUISSONS D'UNE EXCELLENTE RÉPUTATION EN MATIÈRE ENVIRONNEMENTALE. LE PUBLIC CANADIEN S'INTÉRESSE DE PRÈS À CES QUESTIONS ET DÉSIRE NETTEMENT DES MESURES CONCRÈTES. NOUS AVONS CRÉÉ DES INSTITUTIONS NOUVELLES ET DYNAMIQUES COMME LA TABLE RONDE NATIONALE, LES TABLES RONDES PROVINCIALES ET L'INSTITUT CANADIEN INTERNATIONAL POUR LE DÉVELOPPEMENT DURABLE, ICI MÊME À WINNIPEG. NOUS DISPOSONS DE LA CAPACITÉ ET DES CONNAISSANCES SCIENTIFIQUES NÉCESSAIRES POUR FAIRE FACE À BON NOMBRE DES DÉFIS ET DES OCCASIONS QUI S'OFFRENT À NOUS. DE PLUS, NOUS AVONS MIS EN BRANLE UN PROCESSUS DE CONSULTATION DANS LE CADRE DU PLAN VERT QUI NOUS PLACERA EN TRÈS BONNE POSTURE BIEN AVANT 1992 POUR CONNAÎTRE NOS OBJECTIFS EN MATIÈRE ENVIRONNEMENTALE ET LES MOYENS QUE NOUS ENTENDONS PRENDRE POUR Y ARRIVER. EN PASSANT, LE PLAN VERT TRAITE DE TOUS LES SUJETS QUI DEVRAIENT ÊTRE DISCUTÉS AU BRÉSIL EN 1992, DE SORTE QUE LES RÉSULTATS DE LA CONSULTATION SUR LE PLAN VERT PEUVENT ÉGALEMENT AIDER À FORMULER LA POSITION

UP, WE ARE CLEARLY DEEPENING - SOME MIGHT EVEN SAY EXPANDING - THE FRONTIERS OF DEMOCRACY IN ACTION. WE HAVE THE POTENTIAL TO SERVE AS A MODEL TO THE WORLD ON HOW TO TACKLE ENVIRONMENTAL PROBLEMS, AND TO CHART OUR COURSE FOR THE FUTURE. (IN FACT, CANADA'S INTERESTING CONSTITUTIONAL STRUCTURE EVEN MAKES US IN SOME WAYS A MINI-UN WHEN IT COMES TO THE POWERS, AUTHORITIES, FINANCES, REGULATIONS, AND THE WILL TO TAKE THE STEPS NECESSARY TO IMPROVE OUR ENVIRONMENT AND INSTITUTE SUSTAINABLE DEVELOPMENT PRACTICES.)

NATIONALE POUR BRÉSIL 92. CETTE CONSULTATION ET LES MÉCANISMES QUE NOUS METTONS EN PLACE CONSTITUENT MANIFESTEMENT UN APPROFONDISSEMENT, VOIRE UN ÉLARGISSEMENT DES FRONTIÈRES DE LA DÉMOCRATIE EN ACTION ET NOUS DONNENT LA POSSIBILITÉ DE SERVIR DE MODÈLE POUR LE MONDE ENTIER SUR LA FAÇON DE FAIRE FACE AUX PROBLÈMES ENVIRONNEMENTAUX ET D'ORIENTER L'AVENIR. (EN FAIT, LA STRUCTURE CONSTITUTIONNELLE PARTICULIÈRE DU CANADA FAIT DE NOUS UNE SORTE DE NATIONS UNIES À PETITE ÉCHELLE SUR LE PLAN DES POUVOIRS, DES AUTORISATIONS, DES FINANCES ET DE LA RÉGLEMENTATION ET NOUS AVONS LA VOLONTÉ DE PRENDRE LES MESURES NÉCESSAIRES POUR AMÉLIORER NOTRE ENVIRONNEMENT ET METTRE EN PLACE DES PRATIQUES DE DÉVELOPPEMENT DURABLE.)

THERE ARE MANY CANADIAN STAKEHOLDERS WHO ARE OR WHO WILL BE INTERESTED IN CONTRIBUTING TO THE NATIONAL PROCESS TO ASSURE BOTH CANADIAN AND INTERNATIONAL SUCCESS AT BRAZIL 92. ENVIRONMENT CANADA HAS ESTABLISHED A SMALL SECRETARIAT TO COORDINATE THE EFFORTS REQUIRED TO ENSURE THAT ALL

IL Y A AU CANADA DE NOMBREUX INTÉRESSÉS QUI VEULENT OU VOUDRONT CONTRIBUER AU PROCESSUS NATIONAL VISANT À ASSURER QUE BRÉSIL 92 SOIT UNE RÉUSSITE TANT POUR LE CANADA QUE POUR LA COMMUNAUTÉ INTERNATIONALE. ENVIRONNEMENT CANADA A MIS SUR PIED UN PETIT SECRÉTARIAT POUR COORDONNER LES EFFORTS EN VUE DE

THOSE WHO WANT TO CONTRIBUTE HAVE THE OPPORTUNITY TO DO SO. WE OF COURSE DO NOT KNOW AT THIS STAGE WHAT THE OUTCOME OF THE 92 CONFERENCE WILL BE (OR EVEN HOW SPECIFICALLY WE WILL GET THERE) BUT WE WANT TO MAKE SURE THAT WE WILL HAVE AN OPEN PROCESS THAT BUILDS UPON THE CONSENSUS CANADIANS WILL REACH ON ENVIRONMENTAL MATTERS AND THAT OUR PROPOSALS WILL HAVE STRONG SUPPORT FROM ALL SECTORS. WE WILL LOOK FORWARD TO YOUR PARTICIPATION IN THIS WORTHWHILE ENDEAVOUR.

APRIL 26, 1990

PERMETTRE À TOUS CEUX QUI LE DÉSIRENT DE FAIRE LEUR PART. BIEN SÛR, NOUS NE SAVONS PAS ENCORE QUEL SERA LE RÉSULTAT DE LA CONFÉRENCE DE 92 (NI MÊME, DE FAÇON PRÉCISE, COMMENT NOUS Y ARRIVERONS), MAIS NOUS VOULONS NOUS ASSURER DE METTRE EN PLACE UN PROCESSUS OUVERT TIRANT PROFIT DU CONSENSUS QU'ATTEINDRONT LES CANADIENS SUR LES QUESTIONS ENVIRONNEMENTALES. NOUS VOULONS ÉGALEMENT ÊTRE CERTAINS QUE NOS PROPOSITIONS BÉNÉFICIENT D'UN FORT APPUI DE TOUS LES SECTEURS. NOUS ALLONS COMPTER SUR VOTRE PARTICIPATION À CETTE LOUABLE ENTREPRISE.

LE 26 AVRIL 1990

NOTES FOR AN ADDRESS:

HONOURABLE GARY FILMON
PREMIER OF MANITOBA

CLOSING REMARKS:
FIRST JOINT MEETING OF ROUND TABLES
ON THE ENVIRONMENT AND THE ECONOMY

SATURDAY, APRIL 28, 1990
WINNIPEG , MANITOBA

CHECK AGAINST DELIVERY

IT IS MY DISTINCT HONOUR TO HAVE THE LAST WORD AT THIS HISTORIC FIRST JOINT MEETING OF ROUND TABLES ON THE ENVIRONMENT AND THE ECONOMY.

IN PHRASING THESE WORDS I MUST COMMEND ALL OF YOU WHO HAVE JOINED IN THE DISCUSSIONS AND PUSHED FORWARD OUR COLLECTIVE UNDERSTANDING OF WHAT ROUND TABLES ARE ABOUT AND WHERE WE ARE LIKELY TO GO IN THE VERY NEAR FUTURE.

I AM ALSO REMINDED THAT A YEAR AGO MANY OF US WERE PROBABLY READING THE BRUNDTLAND REPORT AND WONDERING JUST WHAT WE COULD EACH DO TO MAKE A DIFFERENCE IN THE WAY WE MANAGE ENVIRONMENTAL AND ECONOMIC POLICY. EACH OF US HAS TAKEN UP THE CHALLENGE IN THESE FEW SHORT MONTHS.

WE HAVE COMMITTED OURSELVES TO DEVELOPING IDEAS AND STRIKING OUT IN NEW DIRECTIONS. IN THE PROCESS WE ARE COMING TO REALIZE THAT TRUE

CHANGE IS WITHIN OUR GRASP. MOREOVER WE HAVE THE POTENTIAL TO MAKE A DIFFERENCE AND ASSURE THAT FUTURE GENERATIONS CAN ENJOY THE QUALITY OF LIFE THAT WE DO TODAY.

THESE PAST FEW HOURS HAVE ASSURED ME THAT WE ARE ALL PART OF THE SAME PROCESS AND THAT REGARDLESS OF OUR PARTICULAR SITUATIONS, WE ARE LEARNING MORE AND MORE ABOUT WHAT HAS TO BE DONE.

FOR OUR PART, WE BELIEVE THAT THE ROUND TABLE PROCESS IS CRITICAL TO THE SUCCESS OF SUSTAINABLE DEVELOPMENT IN CANADA. WE BELIEVE THAT TALKING ABOUT ISSUES AND BRINGING FORTH NEW IDEAS IS ESSENTIAL TO ENCOURAGE EVERY CITIZEN TO STAND UP AND BE COUNTED IN THE PURSUIT OF SUSTAINABLE DEVELOPMENT. WE BELIEVE IN THE PROCESS AND WE BELIEVE IN THE RESULTS THAT HAVE BEEN ACHIEVED TO DATE, FULLY REALIZING THE SCOPE OF THE WORK THAT IS YET TO BE DONE.

IT IS MY PREROGATIVE TO SAY THAT THIS FIRST JOINT MEETING IS ADJOURNED, BUT IT IS ALSO MY PRIVILEGE TO KNOW THAT I AM PART OF A MOVEMENT THAT CANNOT HELP BUT GROW AND MAKE A MEANINGFUL IMPACT ON OUR SOCIETY.

THANK YOU AND I HOPE THAT WE MAY SOON MEET AGAIN.

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